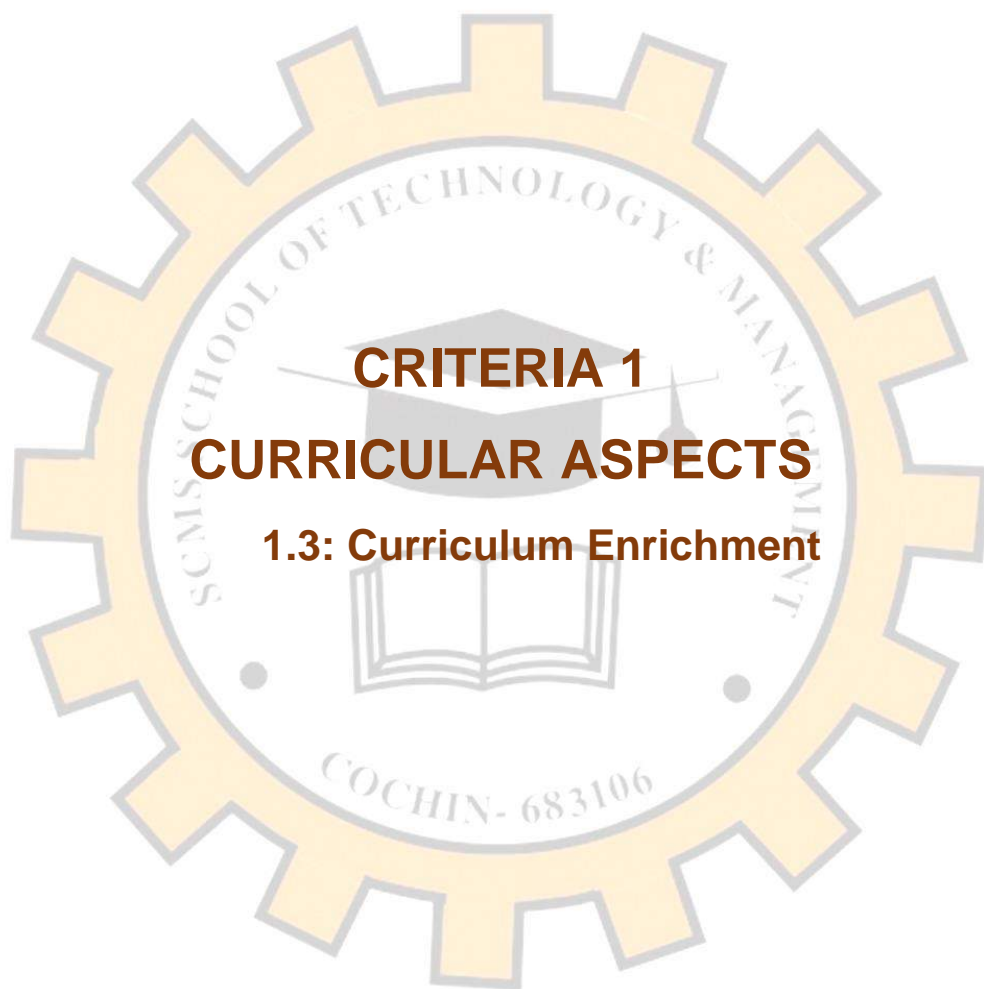


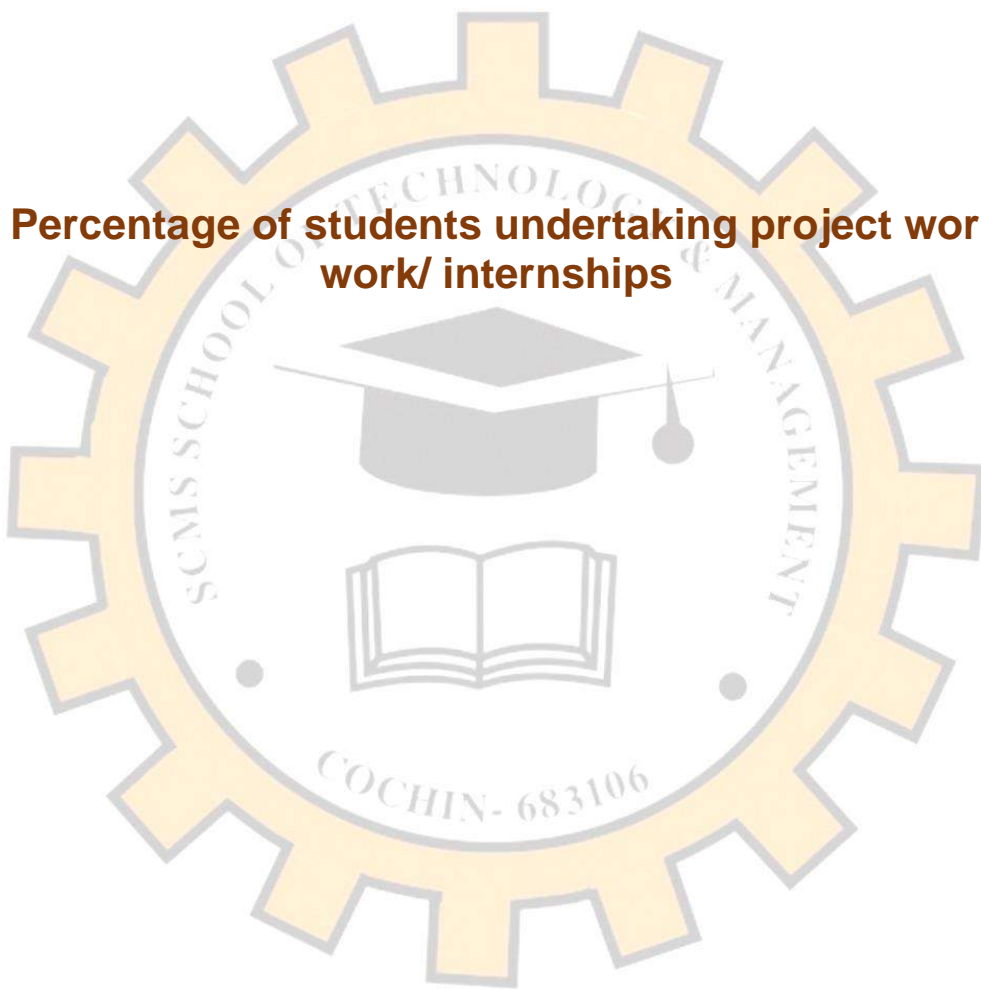


SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT (SSTM)

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1.3.2: Percentage of students undertaking project work/field work/ internships





SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
SCMS Campus, Prathap Nagar, Muttom, Aluva, COCHIN- 683 106. Kerala

PROJECT WORK

MBA



SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
 SCMS Campus, Prathap Nagar, Muttom, Aluva, COCHIN- 683 106. Kerala

MBA BATCH 18A & 18 B (2020-2022) PROJECT

SI.N o.	Roll No.	Student Name	Title of study
1	FM-1956	AMRUTHA THOMAS	A Study on the Influence of Eco-Labels on Purchasing Intentions of Textile Consumers in Kerala
2	FM-1960	VIOLIN MARIA JOSEPH	A Study on the Factors Influencing Dealer's Preference Towards Paint Brands with Special Reference to Berger Paints India Ltd
3	FM-1961	AKSHAY UNNIKRISHNAN	A Study on Consumer Perception with Reference to Google Pay.
4	FM-1978	AHMED AMEEN	A Study on the Factors Affecting The Employability Skills of Management Students In Kerala
5	FM-1985	ARAVIND MADHU	A Study on Influence of Customer Service In Supply Chain And on Customer Satisfaction In Retail Supermarkets.
6	FM-1988	FEMI MARIA SEBASTIAN	A Study on Perception of Customers towards Digital Payments Before and After Covid -19 Pandemic , in Kerala.
7	FM-1989	ARJUN KRISHNAN	A Study on the Impact of Influencer Marketing on Consumer Behaviour.
8	FM-1992	AMJITHA C HANNA	Impact of Celebrity Endorsement on Consumer Behaviour: A Study on Nykaa's Cosmetics
9	FM-1997	MOHAMMED BADUSHA	A Study on the Credit Card Users in Kerala State
10	FM-2000	M DEVADATHAN	A Study on the Influence of CSR activity on the Consumer Buying Behaviour of FMCG products in Kerala
11	FM-1980	VRINDA S PADMANABHAN	A Study on Postcovid Microfinance in NBFC with Reference to Muthootu Finance
12	FM-1986	PRINCE THOMAS MATHEWS	A Study on the Influence of Product Packaging on Consumer Buying Intention & Brand Loyalty of Consumer Food Products
13	FM-1990	AKSHAY P NAIR	A Study on the Role of Attitude on Purchase Intention of Youth While Purchasing Chinese Mobile Brands
14	FM-1991	H STANLY SAVIO	A Study on Brand Awareness and the Factors Influencing Brand Loyalty Among Indian Customers Towards Hair Conditioners
15	FM-1994	JAMES JEROME	Pandemic Era and its Impact on the Investment Pattern & Marketing of Various Insurance Products
16	FM-1860	REVATHY MURALEEDHARAN	A Study on Consumer Perception through Celebrity Endorsement with Reference to the Toothpaste promotions
17	FM-1867	MARIA REJU	A Study on the Factors Affecting Employee Retention with Respect to Base Technologies Private Limited
18	FM-1870	RIYA JYOTHIS	A Study on the Effect of Social Media Marketing on Customer Loyalty
19	FM-1871	NEENA MATHEWS	A Study on the Role of Talent management in Employee Retention



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20	FM-1876	APARNA M.C	A Study on Quality of Work Life and its Impact on Employees of IT Industry
21	FM-1885	SANDRA S	Consumer Preferences and Perception: A Study of Selected Ayurvedic Healthcare Resorts
22	FM-1887	RESHMA SURESH	A Study on Training and Development in South Indian Bank
23	FM-1888	DRISHYA DEEPAK	A Study on the Working Life of Female High School Teachers in Kerala State
24	FM-1914	ALEESHA GEORGE	A Study on the Use of Artificial Intelligence in Hiring Process
25	FM-1932	HELNA YALDO	A Study on Customer Retention Strategies Implemented in 'One Day Palace', Calicut
26	FM-1938	VIKITHA V PATEL	A Study on the Stress Management Among Higher Education Teachers
27	FM-1954	SHAHINA K	A Study on Employee Welfare Measures Adopted by Palathara Constructions
28	FM-1959	MALIK I	A Study on the Impact of Teamwork on Employee Performance in IT Industry
29	FM-1977	AMALA ELSA SAJI	Bottom Up Approach in Mentoring: Students' Perspective
30	FM-1927	ARUN RAJ	A Study on the Impact of Foreign Portfolio Investment on Indian Stock Market
31	FM-1930	SHAROON SALIM	A Study on Impact of Influencer Marketing in the Buying Behaviour of Youth in Kerala on Personal Care Products
32	FM-1933	ASHLIN TRESSA MATHEW	Impact of Internet Banking on Customer Satisfaction- with Special Reference Commerical Banks in Kerala
33	FM-1942	ARUN K JOSY	A Study on the Influence of Brand Equity Perceived Value and Perceived Quality on Customer Satisfaction of Luker Electric Technologies
34	FM-1944	KARTHIK D	Consumer Perception towards Digital Payment System in Ernakulam District
35	FM-1945	ASHLY THOMAS	A Study on the Investment Pattern of Individual Investors with Special Reference to Kottayam District
36	FM-1946	RIZWAN AK	A Comparitative Analysis of Mutual Funds in India with Reference to Geojit Financial Services Ltd
37	FM-1947	VAISHNAV P VENUGOPAL	Study on Impact of Digital Marketing on Student's Online Buying Behavior
38	FM-1950	CHITHRALEKHA S KUMAR	A Study on Influence of Colour Identity and Packaging on Consumer Purchasing Behaviour with Reference to Cadbury Chocolates
39	FM-1894	ANANDHU P S	A Comparative Study on Consumer Preferences of Selected Personal Care Products (Soaps) with Special Reference to HUL and ITC Ltd



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40	FM-1898	HARISHANKAR R	A Study on Purchase Intention of Apple iPhone with Reference to Brand Equity, Brand Trust and Brand Personality
41	FM-1996	AFNAN AFSAL	Is OTT A Disruption To The Movie Theatre Industry- An Analysis
42	FM-1952	ALEN AUGUSTINE	A Study on Customer Perception Towards E-banking Facilities at South Indian Bank, Varapuzha Branch, Ernakulam
43	FM-1968	SONA SUSAN PAULOSE	Employer Branding -Its Impact on Employee Retention with Reference to IT Sector
44	FM-1999	VISHNU SAJEEV	A Study on Customer Perception of Youth Towards Branded Clothing
45	FM-1951	AMRUTHA SAJEEV	A Study on the Purchase Intention of Consumers Towards Green Products
46	FM-1966	CHRISTY BIJU	A Study on the Factors Affecting Employee Retention in Higher Education Institutions in Kerala
47	FM-1953	ANU KRISHNAN B A	A Study on Performance Analysis of Selected Mutual Funds in India
48	FM-1982	ASHWIN ELDBHOSE	A Study on Customer Satisfaction and Awareness of E-banking Services with a Special Reference to Vengola Grama Panchayath
49	FM-1993	KANNAN R	A Study on the Influence of E-wallet on Youth Spending and Saving Habits
50	FM-1900	DENIN JOY	A Study on the Effects of Offers in Consumer Buying Decision Making Process in Reference to E-commerce
51	FM-1901	ARJUN K	A Study on Investment Objectives of Women Investors
53	FM-1955	ABHIRAMI VIJAY	A Study on Peer-to-Peer Lending on Borrower's Perspective
54	FM-1972	ABHIJITH VINOD	A Study on Customer Perception and Satisfaction Towards Exo Dish Wash Bar
55	FM-1983	ELVIN ERIC	A Study on the Consumers' Buying Behaviour Towards Online Magazines through Social Media.
	FM-1878	GLEN SIMON	Word of Mouth: Substantial Effects on Consumer Buying Behaviour in Retail Industry
56	FM-1879	SHILPA ROY	A Study on the Work Life Balance of Women Employees in Banks - With Special Reference to Ernakulam City
57	FM-1883	ATHIRA BABU	A Study on Consumer's Buying Behaviour Towards Organic Food Products in Kerala
58	FM-1884	BENSSY BABU	A Study on Effect of Social Media Influencer's Endorsement on the Buying Behaviour of Youth
59	FM-1886	YASHWIN V B	Performance of Gold ETF's in India



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60	FM-1890	NAEEM ABOBAKER ABDULLA	A Study on the Adoption of M-Wallet Payment System by Retailers - With Special Reference to Ernakulam City
61	FM-1891	ASWIN V K	A Study on Factors Affecting the Adoption of Fintech
62	FM-1892	ARDHRA ANILKUMAR	A study on Empowerment of Women through Entrepreneurship
63	FM-1895	ARJUN G NATH	A Study on Effect of Visual Merchandising and Impulsive Buying Behaviour of Consumers in Textile Industry Ernakulam
64	FM-1899	ANJANA S	Impact of Service Quality Dimension in Private and Public Sector Banks in India
65	FM-1921	AKHIL RAJ P M	A Study on Effectiveness of Promotional Strategies of Big Bazaar
66	FM-1915	ANJU MARY	A Study on Consumer Perception Towards E-Vehicles in Ernakulam City
67	FM-1957	SRAVAN S VISWAM	A Study on Impact of COVID-19 Outbreak on Digital Payments in India
68	FM-1958	ANDRIA BENITTA ROCHA	A Study on the Change in Pattern of Digital Banking by Federal Bank Customers during the Pandemic in Thrissur District
69	FM-1962	AVINASH ASOK	A Comparative Study between Zomato and Swiggy for Level of Satisfaction in Customers of Ernakulam District
70	FM-1963	ADVAITH SREENATH	A Study on Impact of Advertisements on Purchase Behavior with Special Reference to Milma Dairy Products
71	FM-1964	NAMITH. K	A Study on Employee Satisfaction Towards Work from Home During COVID 19 with Special Reference to Guruvayoor Municipality
72	FM-1965	ANN ALPHONSA JOSEPH	A Study on Influence of Branding in B2B Customer Satisfaction and Loyalty
73	FM-1976	ANOOP BABY	A Study on the Factors Affecting the Filling Station Brand Choice in Kochi
74	FM-1974	HARIKRISHNAN E J	A Study on the Influence of Product Packaging on Consumer Buying Behaviour in FMCG Products in Kerala
75	FM-1979	CHRIS MATHEW PANAKKAL	A Study on the Factors Affecting the Adoption of Electric Two Wheelers
76	FM-1967	GOUTHAM KRISHNA	Influence of Sales Promotion Campaigns on Consumer Purchase Decision for Duroflexpvt Lmt
77	FM-1906	VIVEK S KELAN	A Study on The Impact of Advertising on the Consumer Buying Behaviour of Automobiles In Kerala
78	FM-1908	ARSHA CP	A Study on Reverse Logistics of End-of-Life Plastics- A Proposed Solution for the Bottled Water Industry
79	FM-1913	JEAN GEORGE	Attitude and Purchase Intention of Consumers Towards Eco-Friendly Products in the FMCG Sector of Kerala



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80	FM-1917	MUHAMMED MUHSIN M Y	A Study on Effect of Social Media Marketing on Luxury Brands, Influence on Consumer Behaviour and Brand Equity
81	FM-1919	JITHU ANTONY	A Study on Consumer Satisfaction of KPL Shudhi Oil with Reference to KPL Mill
82	FM-1924	CHARU SOMAN	A Study on the Impact of Green Marketing on Consumer Buying Behaviour in FMCG Industry with Special Reference to HUL
83	FM-1929	AKSHAY SURESH	A Study on Consumer Decision Making Variables of Zomato Food Delivery System
84	FM-1936	UNNI KAILAS CV	E-Commerce- A Study on the Impact of Online Retailing on the Sector - with Special Reference to Myntra
85	FM-1941	JEFREY V JOSEPH	A Study on Factors That Influences Consumers Buying Behavior on Green Apparels
86	FM-1948	SHIJAD SHAH	A Study of Effectiveness of Advertisement and Sales Promotion Techniques of Meriboy Ice Creams
87	FM-1853	ASWATHY N	Customers Perception on Financial Services Offered by Indian Post Offices with Special Reference to Mathilakom Panchayat
88	FM-1854	K R ROHITH KRISHNA	Study on the Elements Influencing Retails Investor's Use of Equity Reports
89	FM-1856	ABIN STUBERT	A Study on the Influence of Shopping Malls on Visitors with Reference to Kochi
90	FM-1857	ARUN C SAMUEL	A Study on the Effect of Inflation on Indian FMCG Sector
91	FM-1858	AMRITHA A	A Study on Factors Affecting Motivation of Marketing Executives Dealing in Two Wheeler Segment
92	FM-1859	MILAN SARA PAUL	A Study on Users's Preference Towards Mobile Banking and ATM's with Special Reference to Kizhakkabalam Grama Panchayat
93	FM-1865	NEELIMA K	Study on Consumer Behaviour Regarding Mobile Banking Services with Special Reference to Chendamangalam Panchayat
94	FM-1873	NIYAS K H	A Study on Customer Perception on Electronic Banking Services with Special Reference to Commercial Banks in Ernakulam
95	FM-1874	MEERA P K	A Study on the Female Consumer Awareness and Satisfaction Towards Meesho Online Shopping in Kerala
96	FM-1877	AKSHAY P S	A Study on Preference and Satisfaction Level of Merchants Using UPI Applications in Ravipuram, Kochi
97	FM-1902	APARNA SURESH	A Study on Influence of Color in Consumer Buying Behaviour with Reference to Textile Industry
98	FM-1903	SEETHA LAKSHMI A V	A Study on the Influence of Digital Marketing on Entrepreneurs



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99	FM-1904	TOM SAJAN	A Study on Customer Perception Towards UPI Platforms
100	FM-1905	SALU REJI	A Study on the Change in Customer Attitude Towards Health Insurance After Covid 19 Pandemic
101	FM-1911	IREIN JOSEPH	A Study on the Risk and Satisfaction Level of E-banking Services on Elderly Customers
102	FM-1912	KARTIKA BHUVANESWARA N NAIR	E-wom and its Impact on Online Buying Behaviour of Consumers with Special Reference to Netflix
103	FM-1922	TONY B MATHEW	A Study on Factors Determining Consumer Attitude and Preference Towards the Purchase of Organic Products
104	FM-1923	ATHULLIA JOSE THALIYATH	Impact of Fast Fashion on Consumer buying behaviour
105	FM-1925	ARCHANA T	A Study on the Influence of Celebrity Attributes on Purchase Intention and Brand Loyalty of FMCG Products
106	FM-1981	ALINA SAIRA JOHN	A Study on the Emotional Intelligence Impact Around Workplace
107	FM-1984	NIVEDITHA REGHUNATH	A study on Diversity,Equity and Inclusion at Kochi Metro Rail Limited ,India
108	FM-1987	SRIKANT R	A Study on Influence of Work Life Balance on Employee Retention with Special Reference to Hospitality Industry
109	FM-1998	JAIN JACOB	CSR Initiatives Business and Serving Society
110	FM-1863	GAUTHAM KRISHNA DAS	Influence of Social Media Marketing Efforts on Brand Equity During Covid 19 Pandemic :A Study with Special Reference to Branded Shoes.
111	FM-1868	MIDHUN TYTAS	Customer Based Brand Equity in Passenger Car Market,Study on Customers in Ernakulam District.
112	FM-1872	MIRIAM SAM	Understanding Tourists Green Consumption:An Application Theory of Planned Behaviour
113	FM-1880	RUKMINI VENUGOPAL	A Study on Green Packaging Management on Consumer and Business Perspectives
114	FM-1881	SIYA PHILOMINA BIVERA	A Study on Consumer Perception Towards Service Quality in the Hotel Industry in India.
115	FM-1893	BASIL BABY	A Study in the Consumer Behaviour Towards Nike Footwear in Kerala

Dr. G. SASHI KUMAR
PRINCIPAL
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SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on Reverse logistics of end-of-life plastics- A proposed solution for the Bottled Water Industry” is a bonafide record submitted by Ms. Arsha C.P., Reg. No. 203240010816, in a partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:

**Dr. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, "A Study on the impact of green marketing on consumer buying behavior in FMCG industry with special reference to HUL, has been successfully completed by Ms. Charu Soman, Reg.No.203240010830, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. G. SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, "Attitude and purchase intention of consumers towards eco-friendly products in the FMCG sector of Kerala" is a bonafide record submitted by Mr. Jean George Reg. No. 203240010848, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date:

Dr. G. SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the Factors that Influences Consumers Buying Behaviour on Green Apparels” is a bonafide record submitted by Mr. Jefry V Joseph, Reg. No. 203240010849, in a partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHIKUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "A study on consumer satisfaction of kpl shudhi oil with reference to kpl mill(p) ltd", is a bonafide record submitted by Mr. JITHU ANTONY, reg. no.203240010850, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

**Dr. G.SASHI KUMAR
PRINCIPAL**

**SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENT ALUVA, COCHIN, KERALA – 683106**



CERTIFICATE

This is to certify that the project report entitled, “A study on effect of social media marketing on luxury brands; influence on consumer behavior and brand equity”, is a bonafide record submitted by Mr. MUHAMMED MUHSIN M Y, Reg. No. 203240010863, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020- 2022.

Date:

**Dr. G SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project report entitled, "A study on effectiveness of advertisement and sales promotion techniques of Meriiboy Ice creams", is a bonafide record submitted by Mr. Shijad Shah, Reg. No. 203240010881, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:20/10/2022

**Dr. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

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CERTIFICATE

This is to certify that the project entitled "A study on the impact of online retailing on the retailing sector, with special reference to Myntra" has been successfully completed by Unni Kailas CV, Reg. No. 203240010889 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

**Dr. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A study on the Impact of the Consumer Buying Behaviour of Automobiles in Kerala”, is a bonafide record submitted by Mr. Vivek S Kelan Reg. No.203240010894, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022

Dr. G SASHI KUMAR
PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled "A study on the influence of shopping malls on visitors with reference to Kochi" has been successfully completed by Abin Stubert, Reg.No. 203240010784 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. SASHIKUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "Is OTT A Disruption To The Movie Theatre Industry- An Analysis", is a bonafide record submitted by Ms. Afnan Afsal, Reg. No. 203240010786, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:20/10/2022

**Dr. G SASHIKUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the factors affecting the employability skills of management students in Kerala”, is a bonafide record submitted by Mr. Ahmed Ameen, Reg. No. 203240010787, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, KOCHI, KERALA – 683106



CERTIFICATE

This is to certify that the report entitled “A Study on Effectiveness of promotional strategies of Big Bazaar” has been successfully completed by Mr. AKHIL RAJ P M (Reg. No. 203240010788), in partial fulfilment of the requirements for the award of degree of Master of Business Administration, under my guidance during the academic years 2020-2022.

Date: 20-10-2022

**Dr. G SASHIKUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project report entitled, “A study on the role of attitude on purchase intention with reference to Chinese mobile brands”, is a bonafide record submitted by Mr. Akshay P Nair, Reg. No.203240010789, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

**Dr. G. SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENT ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "a study on preference and satisfaction level of merchants using UPI applications in Ravipuram, Kochi", is a bonafide record submitted by Mr. Akshay P S, Reg. No.203240010790, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR
PRINCIPAL

**SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENTALUVA, KOCHI, KERALA – 683106**



CERTIFICATE

This is to certify that the report entitled “A study on consumer decision making variables of Zomato food delivery system” is a bonafide record submitted by Mr. Akshay Suresh. (Regn. No 203240010791) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

A handwritten signature in blue ink, appearing to read 'Dr. G. Sashi Kumar', with a horizontal line underneath.

Date: 20-10-2022

Dr. G. SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project report titled, " A study on consumer perception with reference to Google Pay", has been successfully completed by Mr. Akshay Unnikrishnan, Reg. No: 203240010792 in partial fulfilment of the award of the Degree of Master of Business Administration during the academic year 2020-2022.

Date: 20-10-2022

**Dr. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A study on Customer perception towards E-banking facilities at South Indian bank, varapuzha branch, Ernakulam” is a bonafide record submitted by Mr. Alen Augustine, Reg. No. 203240010794, in a partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHIKUMAR G

PRINCIPAL

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ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “Impact of celebrity endorsement on consumer behaviour: A study on Nykaa's Cosmetics”, is a bonafide record submitted by Ms Amjitha C Hanna, Reg. No. 203240010797, in partial fulfilment of the requirements for the award of the Degree of Master Of Business Administration during the academic years 2020-2022.

Date:

**Dr. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project entitled “A study on factors affecting motivation of marketing executives dealing in two-wheeler segment” has been successfully completed by Amritha A, Reg. No. 203240010798 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022


Dr SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the Purchase Intention of Consumers towards Green Products” is a bonafide record submitted by Ms. Amrutha Sajeev, Reg. No. 203240010799, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

**SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, KOCHI, KERALA – 683106**



CERTIFICATE

This is to certify that the report entitled “A comparative study on consumer preferences of selected personal care products (soaps) with special reference to HUL and ITC Ltd” is a bonafide record submitted by Mr. Anandhu P. S (Reg.No-203240010801) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

DR. G. SASHIKUMAR

PRINCIPAL

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MANAGEMENTALUVA, COCHIN,
KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “A study on consumer perception towards e- vehicles in Ernakulam City.”, is a bonafide record submitted by Ms. Anju Mary, Reg. No. 203240010804, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENTALUVA,
COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report entitled, “A study on Performance Analysis of selected Mutual Funds in India”, is a bonafide record submitted by, Mr. Anu Krishnan B A, Reg. No.203240010807, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date:20/10/2022

**Dr. G. SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A Study on the influence of Celebrity Attributes on Purchase Decision and Brand Loyalty of FMCG Products” has been successfully completed by Ms. Archana T, Reg.No.203240010811 in partial fulfilment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022


Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, “A Study on the Impact of Influencer marketing on consumer behavior”, has been successfully completed by Mr. Arjun Krishnan, Reg. No. 203240010815, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G.

PRINCIPAL

**SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT ALUVA,
COCHIN, KERALA - 683106**



CERTIFICATE

This is to certify that the report titled, "A Study on investment objectives of women investors", is a bonafied record submitted by Mr. Arjun K (Reg. No 203240010814) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020- 2022.

Date: 20/ 10/2022

**Dr. SASHI KUMAR G.
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENT ALUVA, COCHIN,
KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the Influence of Brand equity, Perceived value and Perceived quality on customer satisfaction of Luker Electric Technologies”, is a bonafide record submitted by Mr. Arun K Josy, Reg. No. 203240010818, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the Impact of Foreign Portfolio Investment on Indian Stock Market.”, is a bonafide record submitted by Mr Arun Raj Reg. No.203240010819 in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022

DR. G. SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENTALUVA, COCHIN,
KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “Impact of E-banking on customer satisfaction”, is a bonafide record submitted by Ms. Ashlin Tressa Mathew, Reg. No. 203240010820, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the investment pattern of individual investors with special reference to Kottayam District”, is a bonafide record submitted by Ms. Ashly Thomas, (Reg. No.203240010821), in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:20/10/2022

**Dr. G SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, “A study on customer satisfaction and awareness of E-banking services with a special reference to Vengola Grama Panchayath”, is a bonafide record submitted by Mr. Ashwin Eldhose, Reg. No. 203240010822, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/ 10/2022

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on customers perception on financial services offered by Indian post offices with special reference to Mathilakam Panchayat in Thrissur district”, is a bonafide record submitted by Ms.Aswathy N, Reg.No.203240010823 in partial fulfilment of the requirements for the award of the degree of Master of Business Administration, during the academic year 2020-2022.

Date: 20/10/2022


Dr.G SASHI KUMAR
PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project report entitled, “Impact of Fast Fashion on female consumer buying behavior ”, is a bonafide record submitted by Ms Athullia Jose Thaliyath, Reg. No.203240010826, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022


Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report entitled “Influence of color identity and packaging on consumer buying behavior with reference to Cadbury chocolates” is a bonafide record submitted by Ms. Chithralekha S Kumar, Reg.no 203240010831, in Partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, “A study on the effects of offers in consumer buying decision making process in reference to E-Commerce”, is a bonafide record submitted by Mr. Denin Joy, Reg. No. 203240010834, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/ 10/2022

Dr. SASHI KUMAR G.

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report titled, "A Study on how Social Media influences consumers in purchasing online magazines" for Outlook Publication India Pvt Limited, has been successfully completed by Mr. Elvin Eric Reg. No. 203240010836, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022

Dr.SASHI KUMAR

Principal

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the Perception of Customers towards Digital Payments before and after Covid 19, in Kerala” is a bonafide record submitted by Ms Femi Maria Sebastian, Reg. No. 203240010837 in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date :20/10/2022

Dr. G. SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "A Study on Post-Covid Microfinance in NBFC with reference to Muthoot Finance", is a bonafide record submitted by Ms. Vrinda S Padmanabhan, Reg. No.203240010895, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:20/10/2022

**Dr. G SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENT ALUVA, COCHIN,
KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, “Word of Mouth: Substantial effects on consumer buying behaviour in retail industry”, is a bonafide record submitted by Mr. Glen Simon, Reg. No. 203240010839, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

METHODOLOGY OF THE STUDY

Research is referred as the creation of new knowledge and or the use of existing knowledge in a new and systematic way so as to generate new concepts, methodologies and understandings. This could also involve synthesis and analysis of previous research to the extent that it leads to new and exact outcomes. So in short research is the search for knowledge.

The main purpose of research is to discover answers to various questions through the application of scientific procedures.

Research methodology is a set of procedures or systematic techniques used to identify, select, process and analyze information about a specific topic. In a research paper, the methodology helps the reader to critically analyze a study's overall validity and reliability. It includes objective of research study, the method of defining the problem, type of data collected, method used for collecting and analyzing data.

4.1 – Research Approach and Design

The research design referred as the master plan defining the methods and procedures for collecting and analyzing the information for a research study.

Research design can be specified as a blue print to conduct a research study, which involves an explanation of research approach, study setting, sampling size, sampling technique, tool and methods of data collection and analysis to answer specific research questions or for testing research hypothesis.

This research follows the descriptive research design. Descriptive research focuses on fact-finding type which is generally used in physical, natural science and social science researches.

The required data for the study is collected from both primary and secondary sources. This study focuses on brand awareness and the factors influencing brand loyalty towards conditioners. So, this study is descriptive in nature and gives the users insights about branding and consumer awareness towards brand.

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENTALUVA,
COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report entitled, “A study on Performance Analysis of selected Mutual Funds in India”, is a bonafide record submitted by, Mr. Anu Krishnan B A, Reg. No.203240010807, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date:20/10/2022

**Dr. G. SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report entitled, “Pandemic Era and Its Significant Impact on the Investment Pattern & Marketing of Various Insurance Products”, is a bonafide record submitted by, Mr. James Jerome Reg. No.203240010847, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on Elements influencing retail investor’s use of equity reports” has been successfully completed by K R Rohith Krishna, Reg.No.203240010851 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date:20/10/2022

Dr. G SASHI KUMAR
PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the influence of E-wallet on youth spending and saving habits”, is a bonafide record submitted by Mr. Kannan R, Reg. No. 203240010852, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G.

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENT ALUVA, COCHIN,
KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "Consumer perception towards Digital Payment System in Ernakulam district", is a bonafide record submitted by Mr. Karthik D, Reg. No. 203240010853, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project report entitled “A Study on the Factors Affecting Employee Retention With Respect to 2Base Technologies Private Limited”, is a bonafide record submitted by Ms. Maria Reju, Reg.No.203240010857, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR
PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA- 683106



CERTIFICATE

This is to certify that the project entitled “A Study on the Brand Effectiveness of Meesho Online Shopping with Special Reference to Guruvayoor city, Thrissur”, is a bonafide record submitted by Meera P.K (Reg no. 203240010858) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date:20/10/2022

**DR. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on user’s preference towards mobile banking and ATMs with special reference to Kizhakkambalam Grama Panchayat”, is a bonafide record submitted by Ms. Milan Sara Paul, Reg.No.203240010860 in partial fulfilment of the requirements for the award of the degree of Master of Business Administration, during the academic year 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR
PRINCIPAL

**SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA – 683106**



CERTIFICATE

This is to certify that the report titled, “A Study on the credit card users in Kerala State”, has been successfully completed by Mr. Mohammed Badusha, Reg.No. 203240010862, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:

Dr. G. SASHI KUMAR

Principal

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on Consumer behavior regarding mobile banking services in Chendamangalam Panchayath”, is a bonafide recordsubmitted by Ms. Neelima K (Reg. no 203240010866) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022



Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on customer perception towards electronic banking services with special reference to commercial banks in Ernakulam” is a bonafide record submitted by Niyas K H, Reg.No.203240010869 in partial fulfilment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022


Dr. G SASHI KUMAR
PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on the influence of product packaging on consumer buying intention and brand loyalty of Consumer Packaged Food Products” has been successfully completed by Mr Prince Thomas Mathews, Reg.No.203240010870 in partial fulfilment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the factors affecting filling station brand choice in Kochi”, is a bonafide record submitted by Mr. Anoop Baby (Reg. no 203240010806) in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022

**Dr. G SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on Perception and Satisfaction of Students Towards Digital Payment with Reference to Google Pay,” is a bonafide record submitted by Mr. Namith. K, Reg. No.203240010865, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A Study on Impact of COVID-19 outbreak on Digital Payments in India” has been successfully completed by Sravan S Viswam, Reg.No.203240010885 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date:20/10/2022

**Dr. G SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, “A Study on the influence of CSR activity on consumer buying behavior of FMCG products in Kerala”, has been successfully completed by Mr. M Devadathan, Reg. No. 203240010855, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G.

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "A study on influence of branding in b2b customer satisfaction and loyalty with reference to coir industry", is a bonafide record submitted by Ms. Ann Alphonsa Joseph, reg. no.203240010805, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 16/10/2022

**Dr. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project report entitled “A Study on the Role of Talent Management in Employee Retention”, is a bonafide record submitted by Ms. Neena Mathews, Reg.No.203240010867, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR
PRINCIPAL

**SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA – 683106**



CERTIFICATE

This is to certify that the report titled, “A Study on comparison between Zomato and Swiggy for level of satisfaction in customers of Ernakulam District’, has been successfully completed by Mr.Avinash Asok , Reg. No. 203240010827,in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/ 10/2022

**Dr. SASHI KUMAR G.
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A Study on the impact of Advertisements on Purchase Behaviour with special reference to Milma Dairy Products” has been successfully completed by Mr. Advait Sreenath, Reg.No.203240010785 in partial fulfilment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled "A study on the influence of product packaging on consumer buying behavior of FMCG products in Kerala" has been successfully completed by Harikrishnan E J, Reg.No. 203240010842 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date:

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on the factors affecting the adoption of electric two-wheeler vehicles” has been successfully completed by Mr Chris Mathew Panakkal, Reg.No. 203240010832 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date:

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on the influence of Eco-labels in green purchasing behavior of textile consumers in Kerala” has been successfully completed by Amrutha Thomas, Reg.No. 203240010800 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, “A project report on the Influence of Sales Promotion Campaigns on Consumer Purchase Decision for Duroflex Pvt Ltd”. has been successfully completed by Mr. Goutham Krishna Reg. No. 203240010840, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/2022

Dr. G.SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENTALUVA, COCHIN,
KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on the adoption of digital banking services by Federal Bank customers during the pandemic in Thrissur district”, is a bonafide record submitted by Ms. Andria Benitta Rocha, Reg. No. 203240010802, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date 20/10/2022

**DR SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "A study on customer perception through celebrity endorsement with special reference to the toothpaste promotions", is a bonafide record submitted by Ms. Revathy Muraleedharan, Reg. No.203240010872, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:20/10/2022

**Dr. G SASHI KUMAR
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report titled, “A Study on the Influence of Social Media platforms on Customer Loyalty towards Clothing brands ”, is a bonafide record submitted by Ms. Riya Jyothis Reg.no . 203240010873, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022

Date: 20/10/2022

Dr. G. SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, KOCHI, KERALA – 683106



CERTIFICATE

This is to certify that the report entitled “A Comparative Analysis of Mutual Funds in India with Reference to Geojit Financial Services Ltd.” is a bonafide record submitted by Mr. Rizwan A K. (Regn. No 203240010874) in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20-10-2022

Dr. G. SASHI KUMAR

PRINCIPAL


SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT
ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, "A Study on Customers' Attitude Towards Health Insurance After Covid 19 Pandemic", is a bonafide record submitted by Ms Salu Reji., Reg. No. 203240010876, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

DATE:20/10/2022


Dr. SASHI KUMAR G
PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA-683106



CERTIFICATE

This is to certify that the project entitled “A study on the impact of digital marketing on entrepreneurs” has been successfully completed by Seetha Lakshmi A V, Reg.No.203240010878 in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A study on impact of influencer marketing in the buying behavior of youth on beauty and personal care products”, is a bonafide record submitted by Mr. Sharoon Salim (Reg. no 203240010880) in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date:20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND
MANAGEMENT ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the report entitled, “A study on Employer Branding and its Impact on Employee Retention with Reference to IT Sector”, is a bonafide record submitted by, Ms. Sona Susan Paulose, Reg. No.203240010884, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-22.

Date: 20/10/22

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project report titled," A study on customer satisfaction towards upi platforms", is a bonafide record submitted by Mr.Tom Sajan, Reg. No: 203240010887 in partial fulfilment of the award of the Degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project report entitled, “A Study on factors determining consumer attitude and preference toward the purchase of organic products”, is a bonafide record submitted by Mr. Tony B Mathew, Reg. No.203240010888, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. G SASHI KUMAR
PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT ALUVA,
COCHIN, KERALA - 683 106



CERTIFICATE

This is to certify that the project report entitled, "A Study on impact of digital marketing on online buying behaviour of students", is a Bonafide record submitted by Mr. Vaishnav P Venugopal, Reg. No.203240010890, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date:20/10/2022

**Dr. SASHI KUMAR G
PRINCIPAL**

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA - 683106



CERTIFICATE

This is to certify that the project report titled, " A study on the factors influencing Dealers preference towards paint brands with special reference to Berger Paints India Ltd", has been successfully completed by Ms. Violin Maria Joseph, Reg. No: 203240010892 in partial fulfilment of the award of the Degree of Master of Business Administration during the academic year 2020-2022.

Date: 20/10/2022

Dr. SASHI KUMAR G

PRINCIPAL

SCMS SCHOOL OF TECHNOLOGY AND MANAGEMENT

ALUVA, COCHIN, KERALA – 683106



CERTIFICATE

This is to certify that the project report entitled, “A study on Customer perception of Youth towards branded Clothing” is a bonafide record submitted by Mr. Vishnu Sajeev, Reg. No. 203240010893, in a partial fulfillment of the requirements for the award of the Degree of Master of Business Administration during the academic years 2020-2022.

Date: 20/10/2022

Dr. SASHIKUMAR G

PRINCIPAL