INDEX

Sr. No	Title	Page No
1.	A COMPARATIVE STUDY OF ONLINESHOPPING AND TRADITIONAL SHOPPING IN MADURAI CITY BHAVANI.R, SAMUKTHA.M, DR.N. PRABHA	1-3
2.	TO STUDY ON CUSTOMER SATISFACTION ABOUT DABUR HONEY IN MADURAI CITY - DIVYA.V, PAVITHRA. R, DR.N. PRABHA	4-6
3.	A STUDY ON CUSTOMER PERCEPTION TOWARDS PARACHUTE HAIR OIL IN MADURAI CITY - MATHUBALA.B, RAJESHWARI. M, MRS.E. BOBBY	7-9
4.	A STUDY ON CUSTOMER PEREFERANCE TOWORDS IN GRB PRODUCT IN THIRUMANGALAM TALUK - MEENA.G, SHOBANA.G, DR.N.PRABHA	10-12
5.	ANALYSIS OF JOB SATIFACTION OF EMPLOYEES IN D-MART IN MADURAI CITY A.ABDUL FARUK, R.ARAVINTHKUMAR, DR. N. PRABHA	13-15
6.	A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND'S FASHION WEAR IN MADURAI DISTRICT - AJAYKARTHICK.M, DR. G. THENMOZHI	16-18
7.	A STUDY ON CONSUMER PERCEPTION TOWARDS KHADI PRODUCTS IN MADURAI CITY - DHIVAKAR.N, DIVYA PRAKASH.P, MRS. E. BOBBY	19-21
8.	A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON PRIME VIDEO IN MADURAI CITY - DHIWAKAR.L. K, HARIHARAN.G, R. NANDHINIEESWARI	22-24
9.	A STUDY ON CUSTOMER SATISFACTION TOWARDS LENSKART IN MADURAI CITY - HARI KARTHIKEYAN. V, TAMILSELVAM. S, DR. G. THENMOZHI	25-27
10.	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BAJAJ PULSAR NS200 IN MADURAI CITY - JEYA KUMAR.G, SATHISH KUMAR.G, MRS.E. BOBBY	28-30
11.	A STUDY ON CUSTOMER SATISFACTION TOWARDS BRU COFFEE IN MADURAI CITY - MOHAMED ASIF.S, ARUNPANDIYAN.S, MRS. E.BOBBY	31-33
12.	A STUDY ON WORK LIFE BALANCE OF WORKING WOMEN IN EDUCATION SECTOR WITH SPECIAL REFERENCE TO MADURAI CITY - MOHAMED IBRAHIM. A, JANARTHANAN. S, MRS. R. NANDHINIEESWARI	34-37
13.	A STUDY ON BRAND IMAGE ON PETER ENGLAND SHIRTS IN MADURAI DISTRICT - M.NITHISH ROHAN, DR. N. PRABHA	38-40
14.	A STUDY ON CUSTOMER SATISFACTION TOWARDS AAVIN MILK IN MADURAI CITY PRAKASH.M, MURUGARAJ.V, MRS. BOBBY	41-43

15.	A STUDY ON THE STRATEGY OF SOCIAL MEDIA INFLUENCING CONSUMER DECISIONS IN SELECTED FMCG PRODUCTS WITH SPECIAL REFERENCE TO MADURAI DISTRICT - SAKTHIVEL.C, VAIRAMUTHU.M, DR. G. THENMOZHI	44-47
16.	A STUDY ON CUSTOMER PERCEPTION TOWARDS LAYS CHIPS IN MADURAI CITY - SANTHOSH.K, SARAVANAN.K, DR. M. DINESH KUMAR	48-52
17.	A STUDY ON IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS IN MADURAI CITY - VIGNESHWARAN R, VIGNESHWARAN.S, DR. G. THENMOZHI	53-55
18.	A STUDY ON CUSTOMER SASTISFACTION TOWARDS POST OFFICE SAVING SCHEME WITH SPECIAL REFERENCE IN MADURAI CITY - YOGESHWARAN. S, VIMALRAJ. J, DR. G. THENMOZHI	56-58
19.	A STUDY OF CONSUMER PREFERENCE TOWARDS PARLE-G BISCUITS VISWANTH.K, SELVAM.S, MRS.E. BOBBY	59-61
20.	A STUDY ON CONSUMER PREFERENCE TOWARDS DIFFERENT CHOCOLATE BRAND SELECTION IN THIRUMAGALAM - DHARSHINI G, HARINI R, MS.U.BHARATHI	62-64
21.	A STUDY ON CUSTOMER SATISFACTION TOWARDS LG ELECTRONICS IN MADURAI CITY - KEERTHIYA.G, PRIYA.T, SNEGHA.N, DR.N.ILLAMBIRAI	65-67
22.	A STUDY ON CUSTOMER SATISFACTION TOWARDS LAKME PRODUCTS IN MADURAI CITY - NALINI .R, UMA MAHESHWARI.K, MRS.M.SHANMUGAPRIYA	68-70
23.	A STUDY ON CONSUMER BEHAVIOUR TOWARD ONLINE SHOPPIN IN MADURAI CITY - ASWIN KUMAR. M, THANDEESWARAN ALAIS HARIHARAN.J, DR.N.ILLAMBIRAI	71-73
24.	A STUDY ON CONSUMER PREFERENCE TOWARDS TATA TEA IN MADURAI CITY - PUGAZHENDHI.P, DINESH KUMAR. S, VIJAY. R, DR. N. ILLAMBIRAI	74-77
25.	A STUDY ON CUSTOMER PREFERENCE TOWARDS HERO SPLENDOR BIKE IN MADURAI CITY - DURAIMURUGAN.M, OM SUDHARSHANAN.K, DR. M. DINESH KUMAR	78-81
26.	A STUDY ON CUSTOMER PREFERENCE TOWARDS SMART WATCHES IN MADURAI CITY - GOWTHAM V, JANARTHANAN V, MS.U.BHARATHI	82-84
27.	A STUDY ON CUSTOMER PREFERENCE TOWARDS WOODLAND SHOES IN MADURAI CITY - HARISH KUMAR.M, VETRIVEL.G, MS.U.BHARATHI	85-87
28.	A STUDY ON CUSTOMER PREFERENCE TOWARDS POTHY'S TEXTILE IN MADURAI CITY - JANARTHANAN. T, VISHAL.J, DR.N.ILLAMBIRAI	88-91
29.	A STUDY ON CUSTOMER ATTITUDE TOWARDS HORLICKS PRODUCTS IN MADURAI	92-94

	CITY JEEVAN RAJ. A, VISWANATH. P, MRS. M. SHANMUGAPRIYA	
30.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ITC CLASSMATE NOTEBOOKS IN MADURAI CITY - KEERTHIVASAN. V, KUMARESAN. M, U.BHARATHI	95-97
31.	A STUDY ON CUSTOMER PREFERENCE TOWARDS MAHINDRA TRACTORS IN MADURAI CITY - MAHARAJAN .M, SANTHOSH KUMAR. G, U.BHARATHI	98-100
32.	A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS DIGITAL MARKETING IN MADURAI CITY - K.MANIKANDAN, R.PANDEESWARAN, DR. N. ILLAMBIRAI	101-104
33.	A STUDY ON TOURIST OPINION IN MADURAI DISTRICT - M.MANIKANDAPRABHU, M.PRABAKARAN, MRS. M.SHANMUGAPRIYA	105-107
34.	A STUDY ON CUSTOMER SATISFACTION TOWARDS MEDIMIX SOAP IN MADURAI CITY - PARTHASARATHI.B.K, VIJAY.A, DR. M. DINESH KUMAR	108-112
35.	A STUDY ON CUSTOMER SATISFACTION ON KFC IN MADURAI CITY - PATTURAJ .P, SIVAKUMAR.K, MRS.M.SHANMUGAPRIYA	113-115
36.	A STUDY ON CUSTOMER AWARENESS E-BANKING SERVICES OF STATE BANK OF INDIA IN MADURAI CITY - I.PRITHIVRAJAN, K.SANKAR GANESH, DR.N.ILLAMBIRAI	116-118
37.	A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY AXIS BANK IN MADURAI CITY - R. RAGAVAN, S. SONGSON, MRS. M.SHANMUGAPRIYA	119-121
38.	A STUDY ON CUSTOMER ATTITUDE TOWARDS PAPER BAGS IN MADURAI CITY - RAKRISHGOPANKANTH. S, SAM. K, U.BHARATHI	122-124
39.	A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON PRODUCTS IN MADURAI CITY - SHANMUGARAJESWARAN.S, SURIYA RAJAN.B, MRS. M. SHANMUGAPRIYA	125-127
40.	A STUDY ON WORK LIFE STRESS AMONG EMPLOYEES OF HCL IN MADURAI CITY - KAVIYA.M, KEERTHIKA.P, MARAGATHAYAZHINI.C, DR.S.RAJAMANI	128-130
41.	A STUDY ON CONSUMER PREFERENCE TOWARDS AIRTEL NETWORK IN MADURAI CITY - PREETHI. M, SINDHU. M, DR. S. MANJULA	131-134
42.	A STUDY ON BRAND PREFERENCE OF MOBILE PHONES AMONG COLLEGE STUDENTS IN MADURAI CITY - SANDHIYA. N, VARSHINI. K, DR. S. RAJAMANI	135-137
43.	A STUDY ON ATTITUDE OF PEOPLE TOWARDS GREEN PRODUCTS - AADHITYAN. K, RATHISH RAHUL. R, DR. S. MANJULA	138-140
44.	A STUDY ON MARKETING STRATEGIES TOWARDS FRUIT VENDORS IN THIRUMANGALAM	141-143

	- ARAVIND. N, AGNI NATARAJAN. A, DR. S. MANJULA	
45.	A STUDY ON CONSUMER SATISFACTION ON FASTRACK WATCHES WITH REFERENCE TO MADURAI CITY - G. ARUN PANDI, M. NEERATHILINGAM, DR. S. MANJULA	144-146
46.	A STUDY ON COMMERCIAL ADVERTISING AWARENESS AMONG COLLEGE STUDENTS IN MADURAI CITY - ARUN PRASATH. M, KARTHIK. S, DR. P.L. SAVITHREE	147-150
47.	A STUDY ON USER AWARENESS AND SATISFACTION TOWARDS PAYTM IN MADURAI CITY - BALAJI.S, NITHISH KUMAR.R, DR. M. DINESH KUMAR	151-154
48.	AN ORGANIZATION STUDY ON TAMILNADU NEWS PRINT AND PAPER LIMITED - BOOBALAN. A, NAVEENKUMAR.N, DR. P.L. SAVITHREE	155-157
49.	A STUDY ON MARKETING STRATEGY OF MILKY BAR CHOCOLATE - CHANDRU.B, RANJITH.B., DR.S. MANJULA	158-160
50.	AN ANALYTICAL STUDY ON CONSUMER SATISFACTION TOWARDS E-MARKETING IN FLIPKART AMONG COLLEGE STUDENT - DHEENADHAYALAN. E, SANTHOSH. A.L, DR. P.L. SAVITHREE	161-163
51.	A STUDY ON MARKETING STRATERGIES OF VEGETABLE VENDORS IN MADURAI DISTRICT - GOPINATH.C, SANTHOSH PANDIYAN.M, DR. S. MANJULA	164-167
52.	A STUDY ON CUSTOMER SATISFACTION TOWARDS GADGETS BOUGHT THROUGH FLIPKART WITH SPECIAL REFERENCE TO MADURAI CITY. - KARTHICK.S, RAJ KUMAR.P, MRS. R. NANDHINIEESWARI	168-170
53.	A STUDY ON CONSUMER PREFERENCES TOWARDS ARUN ICE CREAM IN MADURAI CITY - KARTHICKKEYAN.J, KAVIYARASAN.S, DR. M. DINESH KUMAR	171-175
54.	A STUDY ON CUSTOMER SATISFACTION OF THE KIA MOTORS IN MADURAI CITY - T. KARUPPUSAMY, S. PRASANTH, DR. S. RAJAMANI	176-178
55.	AN AWARENESS ON RAIN WATER HARVESTING IN MADURAI - B. LOGESH, P. SAMRAT, DR. P.L. SAVITHREE	179-182
56.	A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES IN MADURAI CITY - SRI VIGNESHWARAN. S, NAGA ARJUN. P, DR. S. RAJAMANI	183-186
57.	A STUDY ON STUDENTS PERCEPTION TOWARDS DIGITAL PAYMENT SYSTEM WITH SPECIAL REFERENCE TO MADURAI CITY. - SATHISH KUMAR. S, SANTHOSH. K, DR. R. NANDHINIEESWARI	187-190
58.	A SURVEY ON CONSUMER ATTITUDE TOWARDS MSME WITH SPECIAL REFERENCE TO TRADITIONAL CANDIES IN MADURAI CITY - SHEIK ABDULLAH.I, UDHAYA SELVA. S, DR. P.L. SAVITHREE	191-194
59.	A STUDY ON CONSUMER PRCEPTION TOWARDS ADOPTION OF 5G MOBILE TECHNOLOGY IN MADURAI CITY	195-197

	- MUTHU PANDI. V, VEERAMANI. V, MRS. R.NANDHINIEESWARI	
60.	A STUDY OF CUSTOMER SATISFACTION TOWARDS NIPPON PAINTS IN MADURAI CITY - J. YOGESHWARAN, S. YUVARAJ, DR. RAJAMANI	198-200
61.	A STUDY ON AWARENESS OF CONSUMER RIGHTS AMONG COLLEGE STUDENTS IN MADURAI CITY - DR.P.L.SAVITHREE, DR.N.PRABHA, DR.N.ILLAMBIRAI	201-205
62.	A STUDY ON CUSTOMER SATISFACTION TOWARDS ON NIVEA PRODUCTS IN MADURAI DISTRICT - K.S.DEVI, DR.N.ILLAMBIRAI	206-209
63.	A STUDY ON CUSTOMER SATISFACTION OF MAKEUP ARTIST COSMETICS (MAC) PRODUCTS. - N.ISHWARYA, MRS.E.BOBBY	210-212
64.	A STUDY ON GREEN BANKING IN SBI WITH SPECIAL REFERENCE TO MADURAI CITY - KAVIYARASI.M, DR.S. MANJULA	213-216
65.	CONSUMER PREFERANCE ON COSMETIC PRODUCTS OF NYKAA IN MADURAI CITY NANDHINI R, DR.P.L.SAVITHREE	217-220
66.	A STUDY OF WORKERS PARTICIPATION IN MANAGEMENT WITH SPECIAL REFERANCE TO MARUTHI SUZUKI MOTORS COMPANY IN MADURAI CITY - PAVITHRA M., DR. G. THENMOZHI	221-224
67.	A STUDY ON IMPACT OF ICT BASED TEACHING AND LEARNING - L.PRIYADHARSHINI, MRS. M. SHANMUGA PRIYA	225-228
68.	A STUDY ON CUSTOMER SATISFACTION TOWARDS VIVO MOBILES IN MADURAI CITY PRIYADHARSHINI.V, DR.P.L.SAVITHREE	229-231
69.	A STUDY ON CUSTOMER SATISFACTION TOWARDS HDFC BANK ATMs AND CDMs SERVICES IN MADURAI CITY - PRIYADHARSHINI.V, DR. M. DINESH KUMAR	232-236
70.	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FAIRNESS CREAM AMOUNG COLLEGE STUDENTS WITH THE SPECIAL REFERENCEC TO MADURAI CITY - ROOBIYA DEVI.R, DR.S.RAJAMANI	237-239
71.	A STUDY ON CONSUMER PERCEIVED RISK IN ONLINE SHOPPING IN MADURAI CITY SARANYA.P, DR. N. PRABHA	240-242
72.	A STUDY ON HOSPITAL SERVICES IN MADURAI DISTRICT - SINDHU.S, DR.S. MANJULA	243-245
73.	A STUDY ON WOMEN EMPOWERMENT THROUGH SELF HELP GROUP IN JAIHINDPURAM AREA IN MADURAI DISTRICT - SIVARANJANI.B, MS. U. BHARATHI	246-250

74.	A STUDY ON CUSTOMER AWARENESS OF E-BANKING SERVICES WITH SPECIAL REFERENCE TO MADURAI CITY	251-253
	- SONIYA GANTHI.A, DR.S.RAJAMANI	
75.	A STUDY ON CUSTOMER PERCEPTION TOWARDS HOUSING LOAN FACILITIES PROVIDED BY PUBLIC SECTOR & PRIVATE SECTOR BANKS IN MADURAI CITY - N.BALA MURUGAN, U. BHARATHI	254-25
76.	A STUDY ON JOB SATISFACTION AMONG COLLECTION EXECUTIVES WITH SPECIAL REFERENCE TO MADURAI CITY - T.GOPINATH, MRS.R.NANDHINIEESWARI	257-26
77.	A STUDY ON CUSTOMER SATISFACTION TOWARDS MEESHO IN MADURAI CITY - GOKULAKANNAN.M, DR.S. MANJULA	261-26
78.	A STUDY ON IMPACT OF EMPLOYMENT GENERATION PROGRAMMES IN MADURAL DISTRICT - KARTHICK .S, DR.N.ILLAMBIRAL	265-26
79.	A STUDY ON CONSUMER SATISFACTION TOWARDS RAAJ MILK IN MADURAI CITY S.MANI BHARATHI, MRS.M.SHANMUGAPRIYA	269-27
80.	A STUDY ON CUSTOMER SATISFACTION TO WARDS ASIAN PAINTS - P.MUTHUKUMAR, MRS.E.BOBBY	272-27
81.	A STUDY ON CONSUMER TASTE AND PREFERENCE AROKYA MILK IN MADURAI CITY - NAVEENRAJ.P, DR. M. DINESH KUMAR	275-27
82.	A STUDY ON EFFECTIVENESS OF WORKERS PARTICIPATION IN MANAGEMENT IN MADURAI CITY PRADEEP.M, MRS.E.BOBBY	279-28
83.	A STUDY ON WOMEN'S PERCEPTION TOWARDS INVESTMENT IN GOLD WITH SPECIAL REFERENCE TO MADURAI CITY. - M. SANJEEVI KUMAR, DR. G. THENMOZHI	282-28
84.	A STUDY ON FINANCIAL ANALYSIS OF HERO MOTORS IN MADURAI - SATHISH.S, MRS. R. NANDHINIEESWARI	285-28
85.	A STUDY ON INVESTORS PREFERENCE TOWARDS MUTUAL FUND IN MADURAI CITY - SELVAKARTHICK .M, DR. N.PRABHA	290-29
86.	A STUDY ON INFLUENCE OF ONLINE ADVERTISEMENT AMONG COLLEGE STUDENTS IN MADURAI CITY - SIVABALAN.B, DR. S.RAJAMANI	293-29
87.	A STUDY ON PREFERENCE OF STAR HEALTH INSURANCE IN MADURAI CITY - M.SIVANESH, DR.N.ILLAMBIRAI	296-29
88.	A STUDY ON CONSUMER PERCEPTION TOWARDS HIMALAYA SHAMPOO IN MADURAI CITY - A.STEPHEN RAJ, MRS.M.SHANMUGAPRIYA	299-30
89.	A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR	302-304

		1
	WITH SPECIAL REFERENCE TO MADURAI CITY	
	- VEERAMUTHU.M, DR. S. RAJAMANI	
90.	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF TATA MOTORS LIMITED - VIJAYA KUMAR. G, DR.P.L. SAVITHREE	305-307
91.	A STUDY ON CUSTOMER SATISFACTION TOWARDS FIRST CRY PRODUCTS IN MADURAI CITY - M. YOGESH, MRS. R. NANDHINIEESWARI	308-311
92.	AN ANALYSIS OF THE REASONS FOR NON-PERFORMING ASSETS (NPAs) TO THE STATE BANK OF INDIA (SBI) IN MADURAI CITY - YOGESHWARAN.D, DR. M. DINESH KUMAR	312-316
93.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING OF JIOMART IN MADURAI CITY - ISHWARYA K, MS.U.BHARATHI	317-320
94.	AN ANALYSIS OF THE CUSTOMER'S ATTITUDE TOWARDS INVESTMENT IN ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED IN MADURAI CITY - SWETHA.M, DR. G. THENMOZHI	321-323
95.	A STUDY ON SMALL SCALE INDUSTRY OPPORTUNITIES & CHALLENGES IN MADURAI CITY - V.VEERAMANI, MRS. DR.N. PRABHA	324-326
96.	THE RECENT TRENDS IN ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TECHNOLOGY IN FINANCIAL SECTORS - V. BACKIYALAKSHMI, S.P.SUBRAMANIARAJA	327-333