

Acknowledgement

I would like to express my gratitude with deep sense of reverence to faculty guide **Prof. Ashutosh Nigam**. It would have been difficult to go through this report without his help. He not only helped me in collecting data but also supported me with his valuable knowledge and experience in the successful completion of this report.

I am also thankful to my parents. Their support, inspiration and personal guidance created my mindset to comfortably prepare and complete this report successfully.

Aastha

20001301001



DECLARATION

This is to certify that the work in this project report titled "STUDY ON THE CUSTOMER SATISFACTION WITH HIMALAYA PRODUCTS" Submitted to Department of Management Studies, J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA is based on my own work carried out during my BBA course under the supervision of " Dr. Ashutosh Nigam ". I assets that the statements made and the conclusions drawn are an outcome of my own research work. The information and data given in this report is authentic to the best of my knowledge. I further clarify that the work has not been submitted to this university or any other university before. Thankyou.

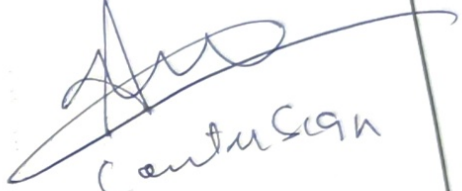
Date 24/04/23

Student's Name – Abhishek

Roll no. – 20001301002

Supervisor's Name- Prof. Ashutosh Nigam

Supervisor's Signature :

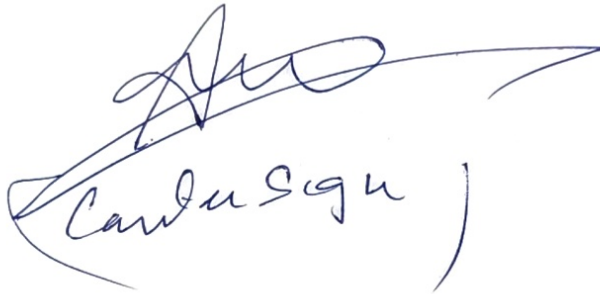

Ashutosh Nigam

DECLARATION

I hereby state that I am Abhishek Tyagi, student of BBA 6th Semester. have completed this project entitled "awareness of crypto among generation z", Submitted in partial fulfilment of the requirements for the completion of the course of Research Project (BBA-6).

I also declare that ethical considerations were taken into account during the research process, and informed consent was obtained from all the participants who take part in the study.

Furthermore, I acknowledge that the data presented in this report is accurate to the best of knowledge.



Handwritten signature of Abhishek Tyagi, consisting of a stylized 'A' followed by 'bhishek' and a large flourish.

Abhishek
(Student's Signature)

Abhishek Tyagi

Enrolment Number: 20001301003

Declaration

This is to certify that Akansha has successfully completed a research report titled "Factors Influencing Job Satisfaction among Faculty Members of Higher Education Institutions" as part of her BBA program under my supervision.

The research report submitted by her demonstrates a high level of academic rigor and a deep understanding of the topic of job satisfaction among faculty members in higher education institutions. The report presents a comprehensive literature review that reflects her thorough understanding of existing theories and empirical research related to the topic. The methodology used in the research is appropriate and well-designed, and the data analysis is conducted meticulously. The findings of the study are insightful and contribute to the existing body of knowledge on job satisfaction in the academic setting.

Furthermore, Akansha has shown exceptional communication skills in presenting the research findings in a clear, concise, and coherent manner. She has also demonstrated professionalism, dedication, and commitment throughout the research process. Based on her outstanding performance, I am pleased to award this Certificate of Completion to her. She has demonstrated exemplary research skills and has made a significant contribution to the field of Job Satisfaction among Faculty Members of Higher Education Institutions. I would like to express my sincere appreciation to Akansha for her hard work, dedication, and perseverance in completing this research report.

Date: _____

Supervisor's Name: Prof. Ashutosh Nigam

Supervisor's Signature: _____

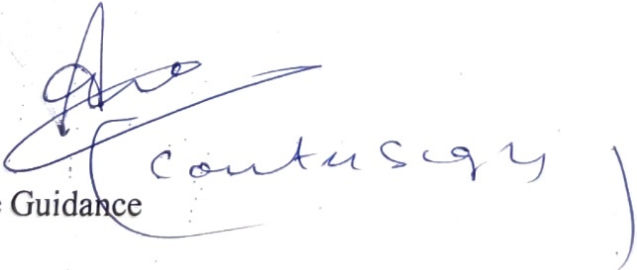
Certificate from Mentor

Date:

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the Major Research Project Report, Titled **A study on Students Buying Behaviour Towards Laptop** submitted by Mr. **Aman Sardhana** of A bachelor of Business Administration 6th semester and has been duly completed under my guidance. This work has done in partial fulfillment of the requirement for the award of the degree of BBA from **JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY , YMCA FARIDABAD** and has not been submitted anywhere in any university for the award of any degree to the best of my knowledge.

This Major Research Project Study is his ~~original work~~ and has not been submitted to any other University/Institute.


Signature of the Guidance

**J.C Bose University of Science and Technology, YMCA Faridabad
Mathura Rd, Sector 6, Faridabad, Haryana 121006**

CERTIFICATE

This is to certify that the work entitled, "**EFFECTIVENESS OF MOOC COURSES**" has been carried out by "**AMISHA**" under my direction and supervision.

Date: _____

Place: Faridabad


Dr. MANISHA GOEL
Associate Prof.

**Department of management
J.C. Bose university of science and technology**

CERTIFICATE

This is to certify that ANJALI VERMA (Roll No.20001301008) is a bona fide student of the J.C. Bose University of Science and Technology, YMCA, Faridabad and this project report titled '**Consumer Preference Towards Amazon and Flipkart**' has been prepared by her under my guidelines and I am completely satisfied with the work, and her work is successfully submitted in partial fulfillment for the award of the degree of Bachelor of Business Administration.



Dr. Manisha Goel

Associate Professor

(Department of Management Studies)

Signature:

CERTIFICATE BY GUIDE

This is to certify that Mr. Ankit is a student of J.C. Bose University of the Bachelor's Degree in Business Administration (BBA). His University Roll No. 20001301009 has completed his project work Title as " A COMPARATIVE ANALYSIS OF PACKAGED DRINKING WATER OF BISLERI WITH OTHER MARKET PLAYERS " under my guidance.

Signature:



Name of the Guide:

Manisha Goel



DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS GOLD JEWELLERY" is a

bonafide record of project done by ANKIT GUPTA, Reg. No.20001301010, under my guidance and supervision in partial fulfillment of the requirement for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and it has not previously formed the basis for any Degree, Diploma and Associateship or Fellowship.

DR, NEHA GOYAL
Co-ordinator

DR. MANISHA GOEL
Project Guide

CERTIFICATE

This is to certify that research project is submitted by Ankita Gautam, student of BBA – 6th Sem of J.C. Bose University of Science and Technology, YMCA, Faridabad Haryana. On topic "Consumer Preference Towards Airtel" has completed her research report in partial fulfilment for the award of the 3-year degree of Bachelor of Business Administration (BBA), Batch 2K20-2K23.



Project Guide:

Dr. Manisha Goel

(Associate Professor)

(Department of Management Studies)

Signature:

DECLARATION

I, **ANURAG PRATAP SINGH**, hereby declare that the project report entitled "**BUSINESS STRATEGIES OF MC DONALD'S**" is a record of independent and bonafide project work carried out by me under the supervision and guidance of **Dr. RACHNA AGARWAL** in the partial fulfillment of the award of the Bachelors of Business Administration of "J.C Bose University of science and Technology, YMCA, Faridabad"

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, or other similar title of any other university or institute.



DECLARATION

I hereby declare that the research report titled "ANALYSIS OF MARKETING MIX: A COMPARATIVE STUDY OF BINGO & FRITO-LAYS" Submitted by me under my original work. The findings of the report are based on the data Collected by me during the course of research report.

Atul Rawat.

ATUL RAWAT


Atul Rawat

DECLARATION

I, Avanshika Jangid, student of Masters of Business Administration (MBA) of J.C. Bose University of Science & Technology, YMCA, hereby declare that I have successfully completed this project on "A Study on Effect of Branding on Consumer Purchase Decision in FMCG and Durable Goods". This information incorporated in this project is true and original. It is truly authentic work and has not been submitted to any university or institute for award of any degree or diploma.

Date: -21-04-2023

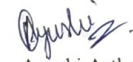
Avanshika Jangid
20001301014



.DECLARATION

I, AYUSHI ASTHANA Roll number 2000130106 BBA General 6th semester of J.C. Bose University of Science and Technology, Faridabad, Haryana hereby declare that the Project Report entitled to CUSTOMER'S ATTITUDE TOWARDS AMUL ICE-CREAMS is an original work and the same has not been submitted to any institute for award of any other degree. The suggestions as approved by the faculty were duly incorporated.

Date: 21-04-2023


Ayushi Asthana

20001301016



DECLARATION

I **Bablu** , student of BBA (VI semester) Batch 2020-2023 hereby declare that the Project Report entitled "**Readiness of Indian consumers towards Eco-friendly food packaging in online food deliveries**" is the outcome of genuine efforts done by us under the guidance of **Dr. Rachna Agrawal** & being submitted to "Department of Management" of J.C. Bose University of Science and Technology, YMCA, Faridabad in partial fulfilment of requirement for the award of the degree of the **Bachelor of Business Administration**

Bablu

Bablu

20001301017





CERTIFICATE

This is to certify that **BHARTI**, have completed the project titled "Study of **ROLE OF SOCIAL MEDIA MARKETING DURING COVID-19**" under my guidance and supervision in partial fulfilment of Bachelors of Business Administration.



Dr. RUPALI MADAN (Assistant Professor)

Department of Management Studies

JC Bose University of Science and Technology, YMCA

CERTIFICATE OF COMPLETION

This is to certify that **Bharti Sharma** pursuing **Bachelors of Business Administration** from **J.C.Bose University of Science and Technology, YMCA** has completed this project under my supervision and guidance.



Dr. Rupali Madan

Date: 20th April, 2023

Project Report On
“Marketing Strategies and Brand Loyalty of Nestle
in India”

Report submitted in partial fulfilment of the requirement
For the award of the Degree of BBA Batch (2020-2023)


Submitted by: -

Charu Kataria (20001301020)

BBA 6th semester

Under the guidance of: -

Dr. Rupali Madan



Department of Management Studies
JC Bose University of Science and technology, YMCA, Faridabad,
Haryana (121006)

**“A STUDY ON IMPACT OF ELECTRONIC BANKING ON
CUSTOMERS SATISFACTION”**

Project Report submitted to

JC Bose University of Science and Technology, YMCA Faridabad

In partial fulfillment of the requirement for the award of the degree of

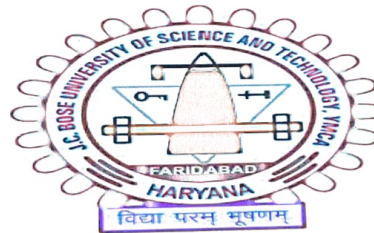
BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

Chetan
(Roll No. 20001301022)

Under the supervision of

Dr. Rupali Madan



DEPARTMENT OF MANAGEMENT STUDIES
JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY

APRIL 2023

CERTIFICATE

This is to certify that research project is submitted by Daniel John, student

of BBA - 6th Sem of J.C. Bose University of Science and Technology, YMCA, Faridabad Haryana. On topic "Consumer Behavior towards Mahindra cars" has completed her research report in partial fulfilment for the award of the 3-year degree of Bachelor of Business Administration (BBA), Batch 2020-2023.

Project Guide:

Dr. Rupali Madan

Rupali Madan
(Associate Professor)

(Department of Management Studies)

Signature:



YMCA, FARIDABAD

CERTIFICATE

This is to certify that the project work entitled " A Study On " impact of workplace bullying on employee turnover intention " has been carried out and submitted by DEENU... ..under the guidance impartial fulfillment of Bachelor of business administration at J.C Bose University Of Science and Technology YMCA, Faridabad.

Date:


Dr. Anushree chauhan

Department Of Management

CERTIFICATE

This is to certify that Devansh Garg, have completed the project titled "**Study of Customer Satisfaction Towards Telecom Services with Special Reference to Airtel**" under my guidance and supervision in partial fulfilment of Bachelors of Business Administration.



Dr. Anushree Chauhan

(Assistant Professor)

Department of Management Studies

JC Bose University of Science and Technology, YMCA

CERTIFICATE

This is to certify that the research project report titled "**Consumer Perception On Honda And Yamaha**" submitted by **GOURAV** student of BBA 6 semester for the partial fulfillment of the Bachelor of Business Administration, embodies the bonafied work done by him under my supervision .



Dr. Anushree Chauhan

(Assistant Professor)

Department of Management studies
J.C Bose University of Science and Technology

CERTIFICATE

This is to certify that Harsh, have completed the project titled "**New & Existing Business Models And Growth In The Indian E-Sports Industry**" under my guidance and supervision in partial fulfilment of Bachelors of Business Administration.



Dr. Anushree Chauhan

(Assistant Professor)

Department of Management Studies

JC Bose University of Science and Technology, YMCA

CERTIFICATE

This is to certify that **HIMANSHU**, have completed the project titled "**consumer buying behaviour towards two-wheeler**" under my guidance and supervision in partial fulfilment of Bachelors of Business Administration.



Dr. Anushree Chauhan
(Assistant Professor)
Department of Management Studies
JC Bose University of Science and Technology, YMCA

CERTIFICATE

This is to certify that the work entitled, "MARKETING MIX OF MOBILE PHONES INDUSTRY" has been carried out by "Hitesh Bhardwaj" under my direction and supervision.




Dr. Ncha Goyal

(Assistant professor)

DEPARTMENT OF MANAGEMENT STUDIES
J.C BOSE UNIVERSITY, YMCA FARIDABAD

CERTIFICATE

This is to certify the research Project titled "**Comparison between the OTT video streaming platform and traditional broadcast platform**" submitted by JAGRITI MANGLA roll no. 20001301031 to "J.C Bose University of Science and Technology, YMCA, Faridabad" for the award of the degree of Bachelors of Business Administration is carried out by her under my supervision

Dr. Neha Goyal 
Assistant Professor

Department of Management Studies

**J.C Bose University of Science and Technology, YMCA Faridabad
Mathura Rd, Sector 6, Faridabad, Haryana 121006**

CERTIFICATE

This is to certify that the work entitled, "**Adoption of Natuarl Farming and its Effects of Crop Yield**" has been carried out by "**Kajal Saini**" under my direction and supervision.

Date:

Place: Faridabad


Mrs. Neha Goyal

Certificate

This is to certify that the work entitled, "Student Satisfaction towards distance learning programs" has been carried out by "Kanav Madaan" under my direction and supervision.

Place:

Date:



Dr. Neha Goyal

Assistant Prof.

J.c bose university

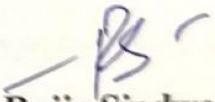
Ymca, Faridabad

CERTIFICATE

This is to certify that the work entitled, "Consumer behaviour towards online grocery shopping" has been carried out by "Khushi chandila" under my direction and supervision.

Date: 24/04/2023

Place: Faridabad


Dr. Rajiv Sindwani

Assistant Officer

Department of management

J.C. Bose university of science and technology

CERTIFICATE

This is to certify that research project is submitted by Khyati Khanna, student of BBA – 6th Semester of J.C. Bose University of Science and Technology YMCA , Faridabad Haryana. On the topic “ A study of CSR practices of selected companies in India “ has completed her research report in partial fulfillment for the award of 3 year degree of Bachelor of Business Administration (BBA) , Batch 2020-23

Project Guide

Dr. Rajiv Sindwani

Assistant Professor

Signature:

Introduction	1-12
Chapter I	13-15
Chapter II	16-18
Chapter III	19-21
Chapter IV	22-24
Chapter V	25-26
Chapter VI	27
Chapter VII	27-29
Chapter VIII	29-33
Chapter IX	34-35
Chapter X	36-38
Chapter XI	39
Chapter XII	40
Chapter XIII	41

**J.C Bose University of Science and Technology, YMCA Faridabad
Mathura Rd, Sector 6, Faridabad, Haryana 121006**

CERTIFICATE

This is to certify that the work entitled, "consumer buying behaviour towards Ayurvedic (patanjali personal care products)" has been carried out by "Komal" under my direction and supervision.

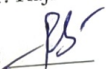
Date: 24/4/2023
Place: Faridabad


Dr. Rajiv Sindwani
Assistant Professor

CERTIFICATE

This is to certify that **Komal Kumari** has successfully completed a research report titled "Consumer behavior towards the use of sanitary napkins in rural areas." as part of her BBA program under my supervision.

Supervisor's Name: Dr. Rajiv Sindwani

Supervisor's Signature: 

CERTIFICATE

This is to certify that Mr. Kunal Kumar is a student of J.C. Bose University of the Bachelor Degree in Business Administration (BBA). His University Roll No. 20001301039 has completed his project work Title as "A study to know satisfaction level among young learners while opting online courses" under my guidance.

Supervisor's Name: Dr. Jyotsana Chawla

Supervisor's Signature: 
28/4/23

CERTIFICATE

This is to certify that the Research Project entitled "**WORK LIFE BALANCE**" submitted by Meenakshi, Roll no. 20001301042 has been done under my guidance and supervision in partial fulfilment of the requirement for the award of bachelors in business administration



Dr . Jyotsana Chawla

(Assistant Professor)

CERTIFICATE

This is to certify that the work entitled, "Comparative Study of Customer Satisfaction towards Haldiram's and Bikanervala" has been carried out by "Nisha Yadav" under my direction and supervision.

Date:

Place: Faridabad



Dr. Renu Aggarwal

Assistant Professor

Certificate from Mentor

Date:

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the Major Research Project Report, Titled **A study on Consumer satisfaction towards pizza hut** submitted by **Mr. Om Sardhana** of A bachelor of Business Administration 6th semester and has been duly completed under my guidance. this work has done in partial fulfillment of the requirement for the award of the degree of BBA



Signature of the Guidance

CERTIFICATE

This is to certify that research project is submitted by Pawan Kumar, student

of BBA - 6th Sem of J.C. Bose University of Science and Technology, YMCA, Faridabad Haryana.
On topic "**Potential Buyers perception towards electric vehicles**" has completed her research
report in partial fulfilment for the award of the 3-year degree of Bachelor of Business
Administration (BBA), Batch 2020-2023.



Project Guide:

Dr. **RENU** AGGARWAL
(Assistant Professor)

(Department of Management Studies)

Signature:

J.C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA FARIDABAD,
MATHURA ROAD, SECTOR 6, HARYANA 121006

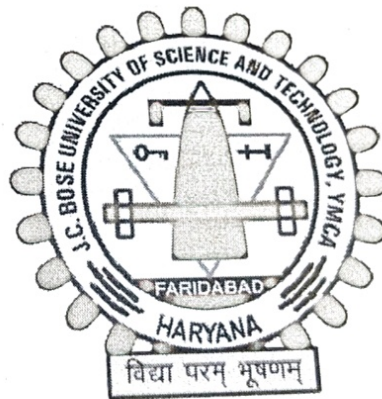
CERTIFICATE

This is to certify that the work entitled, " CONSUMER BEHAVIOR TOWARDS HUL AND
PATANJALI AYURVED LTD , (Personal care products)" has been carried out by "Pooja" under
my direction and supervision.



Dr. Renu Aggarwal

Assistant professor



CERTIFICATE BY GUIDE

This is certify that **Mr. Puneet** is a student of J.C. Bose University of the Bachelor's Degree in Business Administration (BBA). His University Roll No. 20001301048 has completed his project work Title as "Impact of Digital Marketing on Consumer Behavior" under my guidance.

Signature:



Name of the Guide:

Renu Aggarwal

CERTIFICATE

This is to certify that the work entitled, "FUNDAMENTAL ANALYSIS OF
HINDUSTAN UNILEVER PVT. LTD." has been carried out by "Rohan" under my
direction and supervision.



Dr. Sapna Taneja
(Assistant professor)

DEPARTMENT OF MANAGEMENT STUDIES
J.C BOSE UNIVERSITY, YMCA FARIDABAD

DECLARATION

I, RUDRESH SHARMA, hereby declare that the project work entitled "STUDY OF MARKETING STRATEGIES AND BRAND LOYALTY OF KALEVA" is a record of independent and bonafide project work carried out by me under the supervision and guidance of DR SAPNA TANEJA, Assistant Professor, Department of Commerce JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA.

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: FARIDABAD


RUDRESH SHARMA

DATE:

20001301050



CERTIFICATE

This is to certify that the work entitled, "STUDY ON MANAGEMENT OF CASH OF DAIRY INDUSTRY" has been carried out by "Sagar" under my direction and supervision.



Dr. Sapna
Taneja

DEPARTMENT OF MANAGEMENT
J.C BOSE UNIVERSITY, YMCA FARIDABAD

CERTIFICATE

This is to certify that the work entitled, "WORK LIFE BALANCE AMONG FEMALE TEACHER" has been carried out by "SAHIL BHARDWAJ" under my direction and supervision.

Sapna
28/4/23

Dr. Sapna Taneja
DEPARTMENT OF MANAGEMENT
J.C BOSE UNIVERSITY, YMCA FARIDABAD

CERTIFICATE

This is to certify that the work entitled, "**A study of promotional schemes of ZUDIO**" has been carried out by "Saksham Nagar" under my direction and supervision.

Date: 25/4/23

Place: Faridabad

Dr . Sapna Taneja
Department of Management Studies,
J C Bose University of Science and
Technology

DECLARATION

I, Sandeep, hereby declare that the project report entitled "IMPACT OF NEPOTISM ON EMPLOYEE MORALE, SATISFACTION, AND JOB SECURITY WITH REFERENCE TO HIGHER EDUCATION SECTOR" is a record of Independent project work carried out by me under the supervision and guidance of Dr. Gunjan Gumber in the partial fulfillment of the award of the Bachelor of Business Administration of "J.C Bose University of science and Technology, YMCA, Faridabad"

The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, or other similar title of any other university or institute.


Sandeep

Bachelors of Business Administration

Roll No.: 200013021054

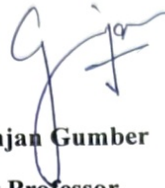


CERTIFICATE

This is to certify that the work entitled, “**Consumer Behavior Towards Ayurvedic (Medicine)**” has been carried out by “**Shivani**” under my direction and supervision.

Date: _____

Place: Faridabad



Mrs. Gunjan Gumber

Assistant Professor

Department of Management Studies,

J C Bose University of Science and Technology

A Project Report on
**“WORK LIFE BALANCE OF EMPLOYEES IN BANKING
SECTOR”**

Submitted to
**JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA
FARIDABAD, HARYANA**



In partial fulfillment of the requirement for the award of the degree of
**BACHELOR'S OF BUSINESS
ADMINISTRATION(2020-2023)**


Submitted by
SIMRAN BAISLA
(20001301058)

Under the supervision of
**Dr. GUNJAN
GUMBER**

**Department of Management Studies
JC Bose University of Science and Technology, YMCA**

CERTIFICATE

This is to certify that the work entitled, "Adoption of Mobile Wallet by Indian Consumers" has been carried out by "Tamanna Sheokand" under my direction and supervision.


24/04/23

Mr. Vikas Kumar
Assistant Professor

Date:

Place: Faridabad

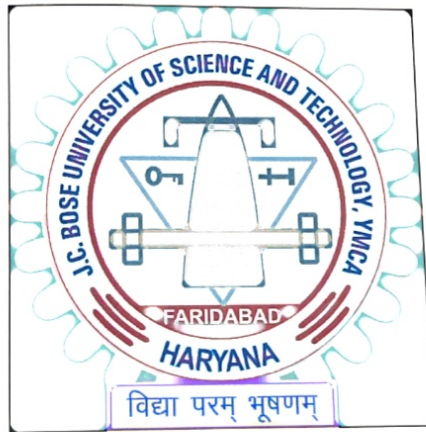
Awareness of Mutual Funds Among Graduated Students
A Research Report
Submitted in partial fulfillment of the requirement for the degree of

Bachelor of Business Administration (BBA)
(2020-2023)

BY

TUSHAR

ROLL NO- 20001301060



Department of Management Studies
J.C. Bose University of Science and Technology, YMCA
Faridabad- 1221006 (Haryana)

Tushar
24/04/2023

CERTIFICATE

This is to certify that the work entitled, "Consumer behavior towards sustainable food packaging in online deliveries" has been carried out by "Tushar Vashisht" under my direction and supervision.

Date: 27/04/2023
Place: Faridabad



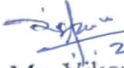
Mr. Vikas Kumar
Assistant Professor
Department of Management Studies,
J C Bose University of Science and Technology

**J.C. Bose University of Science & Technology, YMCA,
Faridabad- 121006 (Haryana)**

CERTIFICATE

This is to certify that the work entitled, "Customer Satisfaction On Xiaomi vs Samsung Products" has been carried out by "Vanshita Garg" under my direction and supervision.

Date: 27/04/2023
Place: Faridabad


27/04/2023
Mr. Vikas Kumar
Assistant Professor
Department of Management Studies,
J C Bose University of Science and Technology

J.C. Bose University of Science & Technology, YMCA,

Faridabad- 121006 (Haryana)

CERTIFICATE

This is to certify that the work entitled, "Consumer behaviour towards passenger cars in India" has been carried out by "Vibhor Goyal" under my direction and supervision.

Date: 28/09/2023



Mr. Vikas Kumar

Assistant Professor

Department of Management Studies.

J C Bose University of Science and Technology

Research Report

on

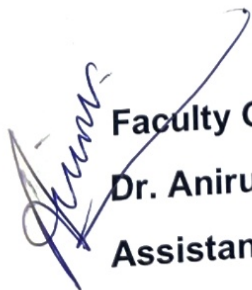
“CUSTOMER SATISFACTION TOWARDS MOBILE MESSAGING APPLICATIONS”

submitted in partial fulfilment of the requirement of the degree of
Bachelor of Business Administration



(Session 2020-2023)

**J.C. BOSE UNIVERSITY OF SCIENCE & TECHNOLOGY, YMCA
FARIDABAD, HARYANA**


**Faculty Guide
Dr. Aniruddh Vijay
Assistant Professor**

**Submitted By
Vishal Dang
20001301064**

CERTIFICATE

This is to certify that research project "CUSTOMER SATISFACTION TOWARDS FLAVORED MILK" is submitted by Mr. YASHAK, student of BBA – 6th Sem of J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, has completed his research report in partial fulfillment for the award of the 3 year degree of Bachelors of Business Administration, Batch 2020-2023.


Dr. Amirudh Vijay

Faculty Guide

Declaration

I, Yogesh Kumar, hereby declare that the project entitled "Consumer Behavior towards Hyundai Cars" is a record of an original work done by me. I further declare that the work reported in this project has not been submitted in any form as a part of any other project. The study was undertaken as a part of the course curriculum of BBA 6th Semester, J.C. Bose University of Science and Technology, YMCA.

Yogesh

Yogesh Kumar

BBA

20001301067

Dr. Anuradh Vijay

Dr. Anuradh Vijay

Assistant Professor

CERTIFICATE

This is to certify that the Research Project entitled "**CUSTOMERPERCEPTION TOWARDS THE DIGITAL PAYMENT**" submitted by Anjali Solanki, Roll no. 20001301068 has been done under my guidance and supervision in partial fulfilment of the requirement for the award of bachelors in business administration
To the best of my knowledge, the work and analysis mentioned in this Project Dissertation have been under taken by the candidate herself and necessary references have been recognized and acknowledged in the text of the report.


Dr. Aniruddh Vijay

CERTIFICATE

This is to certify that the Research Project entitled "**CONSUMER BEHAVIOUR OF ONLINE CUSTOMERS**" submitted by Diya Rajput, Roll no. 20001301069 has been done under my guidance and supervision in partial fulfilment of the requirement for the award of bachelors in business administration

To the best of my knowledge, the work and analysis mentioned in this Project Dissertation have been under taken by the candidate herself and necessary references have been recognized and acknowledged in the text of the report.


Dr. Aniruddh Vijay

Research Project

On

“Consumer behaviour towards internet banking”

Submitted to

J.C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA

For the award of degree of

Bachelor Of Business Administration

2020 – 2023



Submitted by:

Harshita Mishra

(20001301070)

Submitted to :

Dr. Aniruddh Vijay

(Asst. Professor, Department of management studies)

RESEARCH PROJECT
ON
**“A COMPARATIVE STUDY OF CONSUMER BUYING
BEHAVIOR TOWARDS SHOE INDUSTRY”**

**Submitted in Partial Fulfillment of the Requirement for the award of
Degree of
Bachelor of Business Administration**

Submitted To:

Dr. Jyotsana Chawala



Submitted By:

Mohit Sharma

BBA (20001301043)



Department of Management Studies
J.C. Bose University of Science and Technology YMCA, Faridabad

J.C. Bose University of Science & Technology, YMCA, Faridabad- 121006 (Haryana)

CERTIFICATE

This is to certify that the work entitled, "**Consumer Response To Unethical Retail Behaviour**" has been carried out by "Mayank Jindal" under my direction and supervision.

Date: 25-4-23

Place: Faridabad



Mrs. Jyotsana Chawla

Assistant Professor

Department of Management Studies.

J C Bose University of Science and Technology