

St. Xavier's College Vaikom**Project Details 2021-2023 Batch****Programme: M.Com**

<i>Sl No</i>	<i>Reg No</i>	<i>Name of the Candidate</i>	<i>Project Title</i>
1	210011026758	AISWARYA SABU	Consumer Behaviour Towards Instant Food Products in Ernakulam District
2	210011026759	ANAN P KUMAR	Impact of Marketing through Social Media among Youth
3	210011026760	APARNA SURESH	A Study on the Savings and Investment Pattern of Rural Households with special reference to Mulanthuruthy Grama Panchayat
4	210011026761	ASHNA T S	A Study on Repurchase Intention and Service Quality of Food Delivery Apps
5	210011026762	ATHIRA K A	A Study on Online Buying Behaviour of Consumers in Kerala
6	210011026763	CHIPPY VARGHESE	A Study of Stress and Stress Management Strategies of Post Graduate Students
7	210011026764	JAYALAKSHMI C S	Influence of Social Media Advertising on Customer Buying Behaviour of Generation Y and Z
8	210011026765	PREEJA PRAKASH	A Study on User Perception and Satisfaction Towards OTT Platforms with regard to Binge-Watching
9	210011026766	PRIYANKA PRASAD	The Impact of Work Family Conflict on Work Life Balance and Job Performance: A Study on Nurses
10	210011026767	RAGENDHU R	Role of Influencer Marketing on Consumer Behaviour and Purchase Intention with special reference to Vaikom Taluk
11	210011026768	TREESA MARIYA JOSEPH	A Study on Awareness and Perception Towards Mobile Banking Applications among PG Students with special reference to Kottayam District
12	210011026769	VARSHA B	A Study on Investment Behaviour and Pattern of Investment with special reference to Kottayam District

**“INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CUSTOMER
BUYING BEHAVIOUR OF GENERATION Y AND Z”**

*Project submitted to the Mahatma Gandhi University, Kottayam in partial fulfillment of the
requirement for the degree of*

MASTER OF COMMERCE

Submitted by

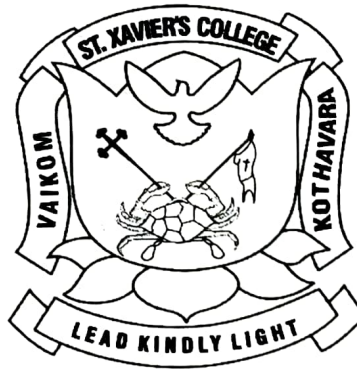
JAYALAKSHMI C S

(Reg No. 210011026764)

Under the guidance of

DR. TITTO VARGHESE

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PROJECT REPORT

PG DEPARTMENT OF COMMERCE

ST. XAVIER'S COLLEGE VAIKOM

(Affiliated to Mahatma Gandhi University, Kottayam)

MARCH 2023