

**VIRUDHUNAGAR S.VELLAICHAMY NADAR POLYTECHNIC COLLEGE, (AUTONOMOUS)**

**(Affiliated to Directorate of Technical Education, Chennai)**

**VIRUDHUNAGAR - 626001.**

**DEPARTMENT OF MODERN OFFICE PRACTICE**

<b>S.No.</b>	<b>Name of the Project</b>	<b>Year</b>
1	A Study on consumers'' attitude towards Eco-Friendly products and packaging in Virudhunagar.	<b>2024-2025</b>
2	A Study on consumer buying behaviour on selecting smart phones in Virudhunagar.	
3	A Comparative study on housing loans of Public sector and Private sector banks-Perception of loan borrowers in Aruppukottai.	
4	A Study on Customer satisfaction towards Mobile banking services with special reference to Commercial banks in Virudhunagar.	
5	A Study on Customer satisfaction towards Artificial Intelligence in online shopping.	

<b>S.No.</b>	<b>Name of the Project</b>	<b>Year</b>
1	A Study on Digital Banking services of commercial banks with special reference to Virudhunagar	<b>2023-2024</b>
2	A Study on Consumer Perception towards Food Delivery Apps in Virudhunagar.	
3	A Study On Consumer Perception and Awareness towards E-Bikes In Virudhunagar	
4	A Study on Investor's Attitude towards Mutual Fund Investments in Aruppukottai.	

<b>S.No.</b>	<b>Name of the Project</b>	<b>Year</b>
1	A study on consumer satisfaction towards Electric Vehicles with special reference to Virudhunagar	<b>2022-2023</b>
2	A study on consumer satisfaction towards Google Pay in Virudhunagar.	
3	A Study on Consumer Buying Behaviour towards Retail stores in Virudhunagar	
4	A study on Digital Marketing and its Impact on Revenue Generation of Business firms in Virudhunagar	
5	A study on consumer's Perception towards over the Top(OTT) Digital Platforms with special reference to Virudhunagar	

S.No.	Name of the Project	Year
1	A study on customer satisfaction towards online shopping in Virudhunagar	<b>2021-2022</b>
2	A study on Consumers' willingness to purchase Green Home Appliances with reference to Virudhunagar.	
3	Women Entrepreneurs a study with special reference to Virudhunagar	
4	A study on customer satisfaction towards Post Office saving Schemes in Virudhunagar	
5	A study on customer satisfaction on Digital Banking service During Covid-19 pandemic in Virudhunagar	
6	A study on comparative analysis of mutual fund and investor perception in Virudhunagar	
7	A study on the attitude of graduated youths towards entrepreneurship with reference to Virudhunagar	
8	A study on consumer Buying Behaviour of LG Brand products with reference to virudhunagar	

S.No.	Name of the Project	Year
1	A Study on Corona virus crisis Impact on Retail Business with Special reference to Virudhunagar	<b>2020-2021</b>
2	A Study on customer satisfaction towards HERO Two wheelers with Special reference to Virudhunagar	
3	A Study on Customer expectations and satisfaction level with Mobile phone services in Virudhunagar	
4	A Study on Student Satisfaction Level with Online Learning in Virudhunagar	
5	A Study on Customer Satisfaction towards Departmental Stores in Virudhunagar	
6	A Study on customer satisfaction towards life insurance policies in Virudhunaga	
7	A Study On Customers Satisfaction Towards E -Banking Services In Virudhunagar	
8	The Impact of a COVID-19 pandemic on brand preference in Purchasing behaviour of food and hygiene products in Virudhunagar	
9	A Study on e-commerce trends during covid-19 pandemic in Virudhunagar	
10	A Study on Awareness and Adoption of Unified Payments Interface APP(UPI) for Digital Payment users in Virudhunagar	
11	A Study on Customer Perception towards DTH Services in Virudhunagar	

S.No.	Name of the Project	Year
1	A Study on Customers Satisfaction towards Suzuki Two wheelers with special reference to Virudhunagar	<b>2019-2020</b>
2	A Study on Perception of Beneficiaries Towards MUDRA Scheme With special reference to SBI Virudhunagar Branch	
3	A Study on Consumer Buying Behaviour towards Soft drinks in Virudhunagar	
4	A Study on customer satisfaction towards the usage of Internet Banking of banks in Virudhunagar	
5	A Study on customer satisfaction towards Departmental stores in Virudhunagar	
6	A Study on customer's Satisfaction Towards Banking services of Tamilnadu Mercantile Bank in Virudhunagar	
7	A Comparative study on Housing loans of Public sector and Private sector banks in Virudhunagar	
8	A Study on consumer satisfaction of Mobile Commerce usage in Virudhunagar	
9	A Study on Investment Behaviour of Investors in Virudhunagar	
10	A Study on Passengers satisfaction Towards Railway service in Virudhunagar Junction	

S.No.	Name of the Project	Year
1	A Study on Customers Satisfaction towards Hero Two wheelers with Special reference to Virudhunagar.	<b>2018-2019</b>
2	A Study on Customers Satisfaction towards Jio Network with special Reference to Virudhunagar	
3	A Comparative Study of LIC and Private Insurance Companies in Virudhunagar	
4	A Study on the usage of Social Networks and its Effects among Polytechnic College Students - Virudhunagar.	
5	A Study On Consumer Buying Behavior Towards Online Shopping In Virudhunagar	
6	A Study On Customers' Satisfaction Towards Internet Banking Of Tamilnad Mercantile Bank Limited In Virudhunagar	
7	Customer Satisfaction Towards Nippon Paints – A Study With Special Reference to Virudhunagar District	
8	A Study On Consumer Preference Towards Branded Watches In Virudhunagar District	
9	A Study on village consumer's attitude towards online trading with special reference to Virudhunagar district	
10	Customer Satisfaction on internet banking service quality with special reference to Virudhunagar	