

Impact of social media on customer purchase decision in Restaurant industry



PROJECT WORK

*Submitted in partial fulfilment of the requirements for the award of Degree of
Master of Commerce
2024*

Under the supervision of:
DR.GAURAV KUMAR GUPTA
DEAN&HEAD
Faculty of Commerce

Submitted By:-
VASUDHA
ROLL.NO.224030104044

Faculty of Commerce
J.S University,Shikohabad,Firozabad U.P, India, 283135

DECLARATION

I, **VASUDHA** hereby declare that the project work titled "**Impact of social media on customer purchase decision in Restaurant industry**" submitted to **J.S.UNIVERSITY**, is an original work conducted by me under the guidance of **DR.GAURAV KUMAR GUPTA**. The information and data presented in this project are true to the best of my knowledge and belief.

I also declare that this project has not been submitted, either in part or full, for the award of any other degree or diploma to any other institution or university.

Name: VASUDHA

Roll Number- 224030104044

ACKNOWLEDGMENT

I would like to express my deepest gratitude to all those who contributed to the successful completion of my Master of Commerce project work.

Firstly, I would like to thank **DR.GAURAV KUMAR GUPTA**, my project supervisor, for their invaluable guidance, support, and encouragement throughout the course of this work. Their insights and expertise were crucial in shaping the direction of this research.

I am also grateful to J.S University, Faculty of Commerce for providing the necessary resources and a conducive environment for my studies. The support from the faculty and staff has been instrumental in the completion of this project.

A special thanks to my friends for their encouragement and for being a source of motivation during challenging times. Your advice and feedback have been greatly appreciated.

Lastly, I would like to thank my family for their unwavering support and belief in my abilities. Your love and patience have been my driving force throughout my academic journey.

This work is dedicated to everyone who has been a part of my academic and personal growth.

Thank you.

CERTIFICATE FROM THE SUPERVISOR

I certify that the project report entitled" **IMPACT OF SOCIAL MEDIA ON CUSTOMER PURCHASE DECISION IN RESTAURANT INDUSTRY**" submitted for the degree of **Master of Commerce** by **VASUDHA (ROLL.NO. 224030104044)** is the record of research work carried out by him in my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship and Fellowship or other Titles in this University or any other University or institution of Higher Learning.



Supervisor

DR.GAURAV KUMAR GUPTA
DEAN&HEAD
Faculty of Commerce

Financial Performance Analysis: A Case of Indian Banks



PROJECT WORK

*Submitted in partial fulfilment of the requirements for the award of Degree of
Master of Commerce
2024*

Under the supervision of:
DR.GAURAV KUMAR GUPTA
DEAN&HEAD
Faculty of Commerce

Submitted By:-
SAZIYA
ROLL.NO.224030104034

Faculty of Commerce
J.S University,Shikohabad,Firozabad U.P, India, 283135

DECLARATION

I, **SAZIYA** hereby declare that the project work titled "**Financial Performance Analysis: A Case of Indian Banks**" submitted to **J.S.UNIVERSITY**, is an original work conducted by me under the guidance of **DR.GAURAV KUMAR GUPTA**. The information and data presented in this project are true to the best of my knowledge and belief.

I also declare that this project has not been submitted, either in part or full, for the award of any other degree or diploma to any other institution or university.

Name: SAZIYA

Roll Number- 224030104034

ACKNOWLEDGMENT

I would like to express my deepest gratitude to all those who contributed to the successful completion of my Master of Commerce project work.

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Thank you.

CERTIFICATE FROM THE SUPERVISOR

I certify that the project report entitled" **Financial Performance Analysis: A Case of Indian Banks**" submitted for the degree of **Master of Commerce** by **SAZIYA (ROLL.NO. 224030104034)** is the record of research work carried out by him in my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship and Fellowship or other Titles in this University or any other University or institution of Higher Learning.



Supervisor

DR.GAURAV KUMAR GUPTA
DEAN&HEAD
Faculty of Commerce

***A STUDY ON IMPACT OF SOCIAL MEDIA IN
MARKETING***



PROJECT WORK

*Submitted in partial fulfilment of the requirements for the award of Degree of
Master of Commerce
2024*

**Under the supervision of:
DR.GAURAV KUMAR GUPTA
DEAN&HEAD
Faculty of Commerce**

**Submitted By:-
KM. NEHA CHAUHAN
ROLL.NO.224030104016**

**Faculty of Commerce
J.S University,Shikohabad,Firozabad U.P, India, 283135**

DECLARATION

I, **KM. NEHA CHAUHAN** hereby declare that the project work titled "***A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING***" submitted to **J.S.UNIVERSITY**, is an original work conducted by me under the guidance of **DR.GAURAV KUMAR GUPTA**. The information and data presented in this project are true to the best of my knowledge and belief.

I also declare that this project has not been submitted, either in part or full, for the award of any other degree or diploma to any other institution or university.

Name: KM. NEHA CHAUHAN

Roll Number- 224030104016

ACKNOWLEDGMENT

I would like to express my deepest gratitude to all those who contributed to the successful completion of my Master of Commerce project work.

Firstly, I would like to thank **DR.GAURAV KUMAR GUPTA**, my project supervisor, for their invaluable guidance, support, and encouragement throughout the course of this work. Their insights and expertise were crucial in shaping the direction of this research.

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Thank you.

CERTIFICATE FROM THE SUPERVISOR

I certify that the project report entitled" *A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING*" submitted for the degree of **Master of Commerce** by **KM. NEHA CHAUHAN SAZIYA (ROLL.NO. 224030104016)** is the record of research work carried out by him in my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship and Fellowship or other Titles in this University or any other University or institution of Higher Learning.



Supervisor

DR.GAURAV KUMAR GUPTA
DEAN&HEAD
Faculty of Commerce

***THE SUBSTANTIAL IMPACT OF ARTIFICIAL
INTELLIGENCE OVER ECOMMERCE
PROGRESS WITH REFERENCE TO AMAZON ONLINE
SHOPPING.***



PROJECT WORK

*Submitted in partial fulfilment of the requirements for the award of Degree of
Master of Commerce
2024*

**Under the supervision of:
DR.GAURAV KUMAR GUPTA
DEAN&HEAD
Faculty of Commerce**

**Submitted By:-
GAGAN SHAKYA
ROLL.NO.224030104011**

**Faculty of Commerce
J.S University,Shikohabad,Firozabad U.P, India, 283135**

DECLARATION

I, **GAGAN SHAKYA** hereby declare that the project work titled "*A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING*" submitted to **J.S.UNIVERSITY**, is an original work conducted by me under the guidance of **DR.GAURAV KUMAR GUPTA**. The information and data presented in this project are true to the best of my knowledge and belief.

I also declare that this project has not been submitted, either in part or full, for the award of any other degree or diploma to any other institution or university.

Name: GAGAN SHAKYA

Roll Number- 224030104011

ACKNOWLEDGMENT

I would like to express my deepest gratitude to all those who contributed to the successful completion of my Master of Commerce project work.

Firstly, I would like to thank **DR.GAURAV KUMAR GUPTA**, my project supervisor, for their invaluable guidance, support, and encouragement throughout the course of this work. Their insights and expertise were crucial in shaping the direction of this research.

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Thank you.

CERTIFICATE FROM THE SUPERVISOR

I certify that the project report entitled" *A STUDY ON IMPACT OF SOCIAL MEDIA IN MARKETING*" submitted for the degree of **Master of Commerce** by **GAGAN SHAKYA (ROLL.NO. 224030104011)** is the record of research work carried out by him in my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship and Fellowship or other Titles in this University or any other University or institution of Higher Learning.



Supervisor

DR.GAURAV KUMAR GUPTA
DEAN&HEAD
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***CONSUMER PERCEPTION TOWARDS THE UTILITY OF
PRODUCTS PROMOTED BY SOCIAL MEDIA
INFLUENCERS.***



PROJECT WORK

*Submitted in partial fulfilment of the requirements for the award of Degree of
Master of Commerce
2024*

**Under the supervision of:
DR.GAURAV KUMAR GUPTA
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**Submitted By:-
ANKIT GUPTA
ROLL.NO.224030104003**

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DECLARATION

I, **ANKIT GUPTA** hereby declare that the project work titled "**CONSUMER PERCEPTION TOWARDS THE UTILITY OF PRODUCTS PROMOTED BY SOCIAL MEDIA INFLUENCERS**" submitted to **J.S.UNIVERSITY**, is an original work conducted by me under the guidance of **DR.GAURAV KUMAR GUPTA**. The information and data presented in this project are true to the best of my knowledge and belief.

I also declare that this project has not been submitted, either in part or full, for the award of any other degree or diploma to any other institution or university.

Name: ANKIT GUPTA

Roll Number- 224030104003

ACKNOWLEDGMENT

I would like to express my deepest gratitude to all those who contributed to the successful completion of my Master of Commerce project work.

Firstly, I would like to thank **DR.GAURAV KUMAR GUPTA**, my project supervisor, for their invaluable guidance, support, and encouragement throughout the course of this work. Their insights and expertise were crucial in shaping the direction of this research.

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Thank you.

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I certify that the project report entitled *CONSUMER PERCEPTION TOWARDS THE UTILITY OF PRODUCTS PROMOTED BY SOCIAL MEDIA INFLUENCERS* " submitted for the degree of **Master of Commerce** by **ANKIT GUPTA (ROLL.NO. 224030104003)** is the record of research work carried out by him in my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship and Fellowship or other Titles in this University or any other University or institution of Higher Learning.



Supervisor

DR.GAURAV KUMAR GUPTA
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Faculty of Commerce