

**A STUDY ON CONSUMERS PREFERENCE TOWARD
ONLINE SHOPPING AND OFFLINE SHOPPING DURING
COVID-19 WITH SPECIAL REFERENCE TO ERODE CITY**

Submitted to Kongu Arts and Science College (Autonomous) in partial fulfillment of
the requirements for the award of the degree of

BACHELOR OF COMMERCE

(Banking & Insurance)

To be awarded by Bharathiar University, Coimbatore

Submitted by

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KONGU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

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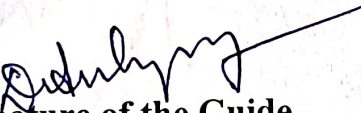
March - 2021

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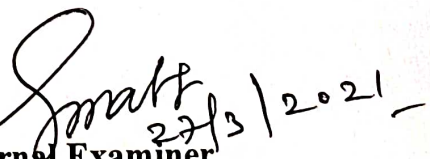
This is to certify that this project report entitled "A STUDY ON CONSUMERS PREFERENCE TOWARDS ONLINE SHOPPING AND OFFLINE SHOPPING DURING COVID-19 WITH SPECIAL REFERENCE TO ERODE CITY" submitted to BHARATHIAR UNIVERSITY in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce (Banking & Insurance) is a record of original project work done by KRITHIKA. K during the period of 2020-2021 of her study in the Department of Commerce at Kongu Arts and Science College (Autonomous), Erode under my supervision and guidance and the project has not formed the basis for the award of Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.


Signature of the Guide


Head of the Department

Submitted for the university Viva -Voce Examination held on 27.03.2021


Internal Examiner


External Examiner
27/3/2021
(Dr. S. MAHESKUMAR)