

**A STUDY ON CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING  
WITH SPECIAL REFERENCE TO MYNTRA.com**

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

**SUKANYAA D**

**(Reg.No: 18UCBI052)**

Under the Guidance of

**Ms. R. DEVI., M.Com., M.Phil., B.Ed.,**

**Assistant Professor**

**DEPARTMENT OF COMMERCE**

**KONGU ARTS AND SCIENCE COLLEGE**

**(AUTONOMOUS)**

**(Affiliated to Bharathiar University, Coimbatore)**

**Nanjanapuram, Erode – 638 107.**

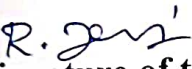


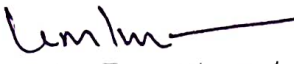
**March - 2021**




## CERTIFICATE


This is to certify that this project report entitled "A STUDY ON CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCES TO MYNTRA.com" 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 SUKANYAA D 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

  
27/03/2021  
External Examiner  
(Dr. S. MAHESKUMAR)