

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION AMONG GOOGLE
PAY USERS WITH REFERENCE TO TIRUPUR**

*A Project Report submitted to the BHARATHIAR UNIVERSITY in partial fulfillment of the
requirements for the award of the Degree of*

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

BALAJI P	Reg. No: 18UBBA069
BARATH KUMAR N	Reg. No: 18UBBA070
KALAIARASU S	Reg. No: 18UBBA082
SANJEEV KUMAR T	Reg. No: 18UBBA103
VIDHYA V	Reg. No: 18UBBA113
VIGNESHWAR V	Reg. No: 18UBBA114

Under the Guidance of

**Ms. K.V. SHANMUGAVADIVU M.B.A., M.Phil., PGDCA.,
Assistant Professor**

Department of Business Administration

**KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)**

(Affiliated to Bharathiar University, Coimbatore)

(Approved by UGC, AICTE, New Delhi & Re- accredited by NAAC)

(An ISO 9001:2008 Certified institution)



March 2021




CERTIFICATE

CERTIFICATE


This is to certify that the report entitled "A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION AMONG GOOGLE PAY USERS WITH REFERENCE TO TIRUPUR", Submitted to KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS), is a record of original project work done by


NAME	Reg. No
BALAJI P	Reg. No:18UBBA069
BARATH KUMAR N	Reg. No: 18UBBA070
KALAIARASU S	Reg. No: 18UBBA082
SANJEEV KUMAR T	Reg. No: 18UBBA103
VIDHYA V	Reg. No: 18UBBA113
VIGNESHWAR V	Reg. No: 18UBBA114

Submitted to Bharathiyar University in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION**.


Faculty Guide


Head of the Department


Internal Examiner


PRINCIPAL
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.


External Examiner

Submitted for the Viva-Voce Examination held on: 1.04.2021