

**A COMPARITIVE STUDY ON CUSTOMER SATISFACTION TOWARDS  
ONLINE AND OFFLINE SHOPPING WITH SPECIAL REFERENCE TO  
ERODE TOWN**

**PROJECT REPORT**

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

*of*

**MASTER OF BUSINESS ADMINISTRATION**

Submitted by

**S.P. PRAVIN KUMAR**

**19PMBA031**

*Under the Guidance of*

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

Affiliated to Bharathiar University, Coimbatore

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

DBT STAR College Scheme

(An ISO 9001:2015 Certified Institution)

Nanjanapuram, Erode – 638107

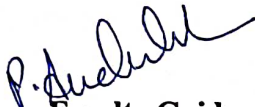


**DECEMBER-2020**



## CERTIFICATE

This is to certify that the project entitled "A COMPARITIVE STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE AND OFFLINE SHOPPING WITH SPECIAL REFERENCE TO ERODE TOWN" submitted to the BHARATHIAR UNIVERSITY, Coimbatore in partial fulfilment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by S.P. PRAVIN KUMAR (Reg. No. :19PMBA031) during the period 2019-2021 of his study in the Department of Management Science 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 any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.

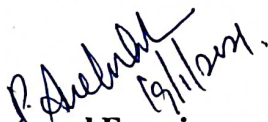
  
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PRINCIPAL

  
Internal Examiner

External Examiner

Date of the Viva Voce Examination 19.01.2021

DECLARATION