

**A STUDY ON CONSUMER PREFERENCE TOWARDS E-COMMERCE
WEBSITES AND ONLINE SHOPPING WITH SPECIAL REFERENCE
TO PERUNDURAI
PROJECT REPORT**

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

Submitted by
D. H. SUGUNTHAN
(Reg. No: 19PMBA044)
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

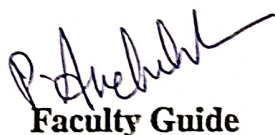


DECEMBER - 2020

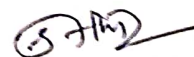
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CERTIFICATE

This is to certify that the project entitled "A STUDY ON CONSUMER PREFERENCE TOWARDS E-COMMERCE WEBSITES AND ONLINE SHOPPING WITH SPECIAL REFERENCE TO PERUNDURAI" submitted to the BHARATHIAR UNIVERSITY, Coimbatore in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by D. H. SUGUNTHAN (Reg. No.:19PMBA044) 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.


Faculty Guide

(Mrs. P. ANCHANA KIRUTHIKA)

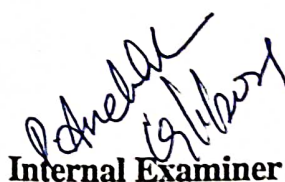


Head of the Department

(Dr. V. G. SUMATHY)



PRINCIPAL


Internal Examiner


External Examiner

Date of the Viva Voce Examination 19.01.2021