

**CONSUMER BEHAVIOR AND PREFERENCE TOWARDS
SHOPPING ONLINE IN MYSORE**

SUBMITTED BY:

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REGISTRATION NO. 18MB0100

IV SEMESTER MBA

UNDER THE GUIDANCE OF

PROF. DR. ANAND. MBA, PhD,

Project Report Submitted To

**University of Mysore in Partial Fulfilment of the requirement for the
IV semester, MBA degree examination, 2020**

B. N. Bahadur Institute of Management Sciences,

Manasagangothri, University of Mysore, Mysore-570006, INDIA

2018 – 2020



**H B.N BAHADUR INSITUTE OF MANAGEMENT SCIENCES
UNIVERSITY OF MYSORE, MANASAGANGOTHRI
MYSORE- 570006**

CHAIRPERSON CERTIFICATE

That is to certify that **Noy DUANGKEOMANY**, student of IV Semester MBA course has prepared this product report entitled "**Consumer behaviour and preference towards ONLINESHOPPING in Mysore** in partial fulfilment of the requirement of MBA degree examination, 2020.

Place: Mysore, India

Date: **07/09/2020**


Prof. AISHA M. SHERIFF

CHAIRPERSON

**H B.N BAHADUR INSITUTE OF MANAGEMENT SCIENCES
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GUIDANCE CERTIFICATE

The project report entitled “Consumer behaviour and preference towards ONLINE SHOPPING in Mysore is prepared by Noy DUANGKEOMANY in partial fulfilment of the requirement of MBA under my guidance. This report is summited to University of Mysore in partial fulfilment of requirements of IV semester MBA Degree Examination of 2020

Place: Mysore, India

Date: 07.1.09.12020.



**Prof. D.ANAND.MBA, PhD
(PROJECT GUIDE)**