

# **A Study on Customer Attitude and Behavior towards Online Shopping**

By

**SAGAR M**

**IV Semester MBA**

Reg. No 19MB0113

Under the Guidance of

**Dr. AMULYA. M. BE., MBA., Ph.D.,**

**Associate Professor**

Project Report submitted to the University of Mysore in partial fulfilment of the requirements of IV Semester MBA degree examinations 2021

**B.N. Bahadur Institute of Management Sciences,**

**University of Mysore, Manasagangothri,**

**Mysore - 570006**


B.N. Bahadur Institute of Management Sciences,  
University of Mysore, Manasagangothri,  
Mysore - 570006

CERTIFICATE

This is to certify that **Sagar M** student of IV Semester M.B.A. course has prepared this project report entitled “**A Study on Customer Attitude and Behavior towards Online Shopping**” in Partial fulfilment of the requirements for the award of post-graduation degree in Master of Business Administration of the University of Mysore, during the academic year 2020-2021.

Place: Mysore

Date: 30/08/20 21

  
Dr. D. Anand  
CHAIRMAN  
DOS, In Business Administration  
CHAIRMAN  
MYSORE - 570 006.

B.N. Bahadur Institute of Management Sciences,  
University of Mysore, Manasagangothri,

Mysore - 570006

GUIDANCE CERTIFICATE

The project report entitled "A Study on Customer Attitude and Behavior Towards Online Shopping" is prepared by Sagar M in partial fulfilment of the requirements of M.B.A. under my guidance. This report is submitted to University of Mysore in partial fulfilments of the requirements of IV Semester M.B.A. degree examination of 2021.

Place: Mysore

Date: 30/08/2021



**Dr. Amulya M**

**PROJECT GUIDE**

**Dr. AMULYA . M. BE., MBA., P.D.,**  
Associate Professor  
DOS in Business Administration (BIMS)  
University of Mysore  
Manasagangothri, Mysore - 570 006