

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

*by*

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IV Semester MBA

Reg. No: 19MB0142

*Under the guidance of*

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

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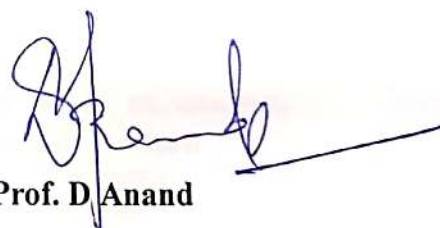
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CHAIRPERSON CERTIFICATE

That is to certify that TOM SREYSROSS, student of IV Semester MBA course has prepared this product report entitled "Consumer behaviour and preference towards ONLINE SHOPPING in Mysore in partial fulfilment of the requirement of MBA degree examination, 2021.

Place: Mysore, India

Date: 23/08/2021



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**GUIDANCE CERTIFICATE**

The project report entitled "**Consumer behaviour and preference towards ONLINE SHOPPING in Mysore**" is prepared by Tom Sreysross 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 2021.

Place: Mysore, India

Date: 23/08/2021



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