

**“A COMPARATIVE STUDY ON CONSUMER PERCEPTION
TOWARDS ONLINE SHOPPING AND OFFLINE SHOPPING IN
MANDYA CITY”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF**

MASTER OF COMMERCE

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P.E.S. COLLEGE OF SCIENCE, ARTS & COMMERCE, MANDYA

2021-22

**“A STUDY ON INVESTOR'S PERCEPTION TOWARDS INVESTMENT
SECURITIES IN MANDYA CITY”**



UNIVERSITY OF MYSORE

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**“IMPACT OF MARKETING STRATEGIES ON CUSTOMER
RETENTION WITH SPECIAL REFERENCE TO KSDL PRODUCTS IN
MANDYA CITY”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
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**“ A STUDY ON FINANCIAL INCLUSION THROUGH PRADHAN
MANTRI JAN DHAN YOJANA IN MANDYA CITY”**



UNIVERSITY OF MYSORE

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**"A STUDY ON IMPACT OF SOCIAL MEDIA ADVERTIESEMENT ON
CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE
TO MANDYA CITY"**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
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MANDYA-571401

2022

**“A STUDY ON CUSTOMER PERCEPTION OF SBI YONO
APP AMONG SBI BANK ACCOUNT HOLDERS”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
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2022

**“A STUDY ON INVESTORS PERCEPTION TOWARDS
ALTERNATIVE INVESTMENT VEHICLE WITH SPECIAL
REFERENCE TO MANDYA CITY”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
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2022

**"A STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIC
FOOD PRODUCTS IN MANDYA CITY"**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
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P.E.S. COLLEGE OF SCIENCE, ARTS & COMMERCE, MANDYA

2022

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA
TWO WHEELERS IN MANDYA DISTRICT”**



UNIVERSITY OF MYSORE

**A PROJECT REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
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