

Project report on

**“A STUDY ON FACTORS INFLUENCE ONLINE BUYING BEHAVIOUR AND CUSTOMER
SATISFACTION TOWARDS AMAZON ONLINE SERVICES”**

Submitted by

Mr. CHETHAN TU

(1SV20BA007)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

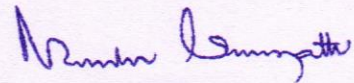
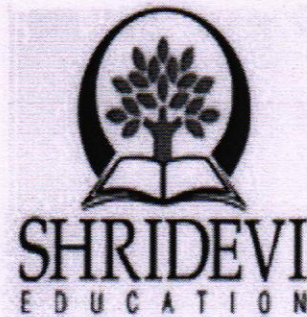
Prof., PRAVEEN KUMAR TM

MBA, PGDHRM, K-SET

Assistant professor,

Department of MBA

S.I.E.T, Tumakuru



PRINCIPAL
SIET, TUMAKURU

DEPARTMENT OF MBA

SHRIDEVI INSTITUTE OF ENGINEERING AND TECNOLOGY

Sira Road, Tumakuru -572106, Karnataka

2020-2022



SRI SHRIDEVI CHARITABLE TRUST (R.)
SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(An ISO 9001:2008 Certified Institution)

Sira Road, Tumakuru -572 106, Karnataka, India.

(Affiliated to Visvesvaraya Technological University &
Approved by AICTE, New Delhi Vide 06/06/KTK/ENGG/02/017 Dt. 27-5-2002)

Phone: 0816 - 2212627, 2212628, 2212629 Tele Fax: 0816 - 2212629



E-mail: shridevi_itel@indiantimes.com/info@shrideviengineering.org

Web: www.shridevieducation.org

CERTIFICATE

This is to certify that **Mr. CHETHAN T U** bearing **USN - ISV20BA007** is a Bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2020-22)**, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON FACTORES INFLUENCING ONLINE BUYING BEHAVIOUR CUSTOMER SATISFACTION TOWARDS AMAZON ONLINE SERVICE, TUMAKURU"** is prepared by him under the guidance of **Prof. Praveen Kumar T M**, Assistant Professor, Department of MBA, in partial fulfillment of the requirement for the award of the degree of **"Master of Business Administration"** of Visvesvaraya Technological University, Belagavi, Karnataka.

(Prof. Praveen Kumar T M)
MBA, PGDHRM, K-SET
Assistant Professor,
Department of MBA

(Dr. K. S RAMAKRISHNA)
M.A, MBA, M.Phil. Ph. D.
Professor and Head,
Department of MBA

(Dr. NARENDRA VISWANATH)
M.E, Ph.D.
Principal
SIET, Tumakuru.

Date: 21/07/2022

Place: Tumakuru

PRINCIPAL
SIET, TUMAKURU