

Janata Shikshana Sangha's
SHREE TAMMANNAPPA CHIKODI ARTS AND COMMERCE
COLLEGE, BANHATTI

P.G. DEPARTMENT OF STUDIES IN COMMERCE

(Affiliated to Rani Channamma University Belagavi)

A Project Work On
“A STUDY ON CUSTOMER PERCEPTION TOWARDS
DIGITAL MARKETING”

A Dissertation Report Submitted To



RANI CHANNAMMA UNIVERSITY, BELAGAVI

In partial fulfillment of requirement for the award of Degree of

MASTER OF COMMERCE

Research Supervisor
Prof. Gokul Kabara
BE(IP), PGDPM & IR, M.Sc,(CS)

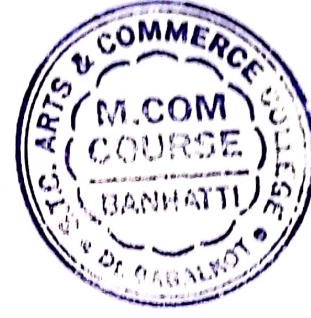
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Submitted By
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M.com.4th semester

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Janata Shikshan Sangha's



**SHREE TAMMANNAPPA CHIKODI ARTS AND COMMERCE
COLLEGE, BANHATTI**

PG DEPARTMENT OF STUDIES IN COMMERCE

CERTIFICATE

This is to certify that **Miss. Priya P. Singhan** bearing Reg. No. **P15HT21C0010** has done the project report entitled "**A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL MARKETING**" for the partial fulfillment of M.COM course (IV semester) under my guidance and supervision.

The work has been done satisfactorily and is recommended for consideration towards partial fulfillment of requirement for the awards of the degree of **MASTER OF COMMERCE** by **Rani Channamma University, Belagavi**.

Prof. Gokul Kabara

Prof. G. S. Sajjan

Dr. G. R. Junnaykar
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DECLARATION

I am Priya singhan here by declare that the project report entitled “A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL MARKETING” has been prepared by me under the guidance and supervision of Prof. GOKUL KABARA BE [industrial production] PGDPM, MSC [CS] Department of commerce STC Arts & Commerce College, BANHATTI and submitted to Department of commerce Rani Channamma University, Belagavi, as a part my study in partial fulfillment of the university for the award of ;Master of Degree of Master of commerce

I further declare that this project is the result of my own efforts and has not been submitted earlier to any university for the award of any degree or diploma from any other university / institution.

Place: Banhatti

Date: 25 / 09 / 2023

P. P. Singhan
Mrs. PRIYA SINGHAN

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