

**A STUDY ON CUSTOMER LOYALTY TOWARDS AMAZON APP
IN VENKIDANGU PANCHAYATH**

PROJECT REPORT

Submitted in partial fulfillment of the requirements for the award of the Degree of

BACHELOR OF COMMERCE

UNIVERSITY OF CALICUT



Submitted by

VINSHA M V

JQAUBCM105

Under the guidance of

Mrs. Monisha M.M., M.Com., NET., MBA

St. Joseph's Arts and Science College, Pavaratty, Thrissur

2020-2023

DECLARATION

I, **VINSHA M V** do hereby declare that this project report titled as “ **A STUDY ON CUSTOMER LOYALTY TOWARDS AMAZON APP IN VENKIDANGU PANCHAYATH**” is a bona-fide record of the project work carried by me during the academic year 2022-23 in partial fulfilment of the requirement for the award of the Degree of Bachelor of Commerce of the University of Calicut. This work has not been undertaken or submitted elsewhere in connection with any academic programme.

Place: Pavaratty

VINSHA M .V

Date :

CERTIFICATE

This is to certify that **VINSHA M V, JQAUBCM105**: Sixth semester B.Com student of St. Joseph's Arts and Science College, Pavaratty, Thrissur, has successfully completed her project titled **"A STUDY ON CUSTOMER LOYALTY TOWARDS AMAZON APPIN VENKIDANGU PANCHAYATH"** for a period of 21 days. Her project is not based on an organization and she collected the primary data from the public.

Mrs.Monisha M.M.,M.Com., NET.,MBA

Assistant Professor,

Post Graduate Department of commerce

St. Joseph's Arts and Science College, Pavaratty

Place: Pavaratty

Date:



St. Joseph's Arts and Science College,

Pavaratty, Thrissur

(Affiliated to University of Calicut)

CERTIFICATE

This is to certify that this project titled “**A STUDY ON CUSTOMER LOYALTY TOWARDS AMAZON APP IN VENKIDANGU PANCHAYATH**” submitted to the University of Calicut in partial fulfillment for Degree of Commerce is a bona-fide record of the work done by **VINSHA M.V** of Sixth semester B.Com student of Department of Commerce, St. Joseph's Arts and Science College, Pavaratty, Thrissur. The work is supervised and guided by **Mrs. Monisha M.M.,M.Com.,NET.,MBA** Asst. Professor, Post Graduate Department of Commerce, St. Joseph's Arts and Science College, Pavaratty.

Place: Pavaratty

Date:

Dr. Joshi C. O., M.Phil.,PhD

principal

St. Joseph's Arts and Science College, Pavaratty

Department of Commerce



St. Joseph's Arts and Science College,

Pavaratty, Thrissur

(Affiliated to University of Calicut)

CERTIFICATE

This is to certify that the work titled “**A STUDY ON CUSTOMER LOYALTY TOWARDS AMAZON APP IN VENKIDANGU PANCHAYATH**”, a bona-fide record of the project work done by **VINSHA M V** under the guidance and supervision of **Mrs. Monisha M.M.,M.Com.,NET.,MBA** Asst. Professor, Post Graduate Department of Commerce, St. Joseph's Arts and Science College, Pavaratty in the partial fulfillment of the requirement for the award of Degree of Bachelor of Commerce.

Place: Pavaratty

Ms. Preethi N.P., M.Com., B.Ed., SET

Date:

HoD

Post Graduate Department of Commerce
St. Joseph's Arts and Science College, Pavaratty

CERTIFICATE

This is to certify that this project titled “**A STUDY ON CUSTOMER LOYALTY TOWARDS AMAZON APP IN VENKIDANGU PANCHAYATH**” is a bona-fide record of the work done by **VINSHA M V** in partial fulfillment of the Degree of Commerce University of Calicut under my guidance and supervision.

Mrs.Monisha M.M.,M.Com.,NET.,MBA

Asst. Professor

Place: Pavaratty

Post Graduate Department of Commerce

Date:

St. Joseph's Arts and Science College, Pavaratty

ACKNOWLEDGEMENT

The successful completion of the project was made possible through the direct and indirect cooperation of various persons to whom I wish to express my appreciation and attitude. I apologize in advance for the mistakes that may crept in to this report in spite of maximum care taken to avoid them.

I express my deep gratitude and obligation to Dr. Joshi C.O. Principal, St. Joseph's Arts and Science College, Pavaratty, Thrissur, for the assistance extended for the successful completion of the project work. I extend my cordial thanks to Ms. Preethi N. P., Head of the Post Graduate Department of Commerce. With immense pleasure I extend gratitude to my guide **Mrs.Monisha M.M.,M.Com.,NET.,MBA**, Asst. Professor, Post Graduate Department of Commerce for the efficient courage and guidance, encouragement and suggestions.

I offer my respect and gratitude to my beloved parents and all my friends constantly encourages to finish the project study.

Above all I thank almighty god for giving me courage, confidence and wisdom to complete this project successfully in time.