

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 CONSUMER PERCEPTION AND SATISFACTION ON
SMART PHONES IN YOUTH MARKET SEGMENT: AN INVESTIGATION
AMONG COLLEGE STUDENTS IN BAGALKOT DISTRICT”**

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

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Register No-P15HT21C0001

2022-2023

Janata Shikshan Sangha's



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

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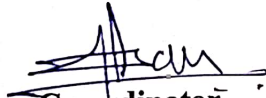
CERTIFICATE

This is to certify that Miss. Jayashree R. Heggannavar bearing Reg. No. **P15HT21C0001** has done the project report entitled "**A Study On Consumer Perception And Satisfaction On Smart Phones In Youth Market Segment: An Investigation Among College Students In Bagalkot District**" 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**.


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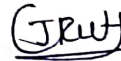
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DECLARATION

I the undersigned Miss. Jayashree .R. Heggannavar here by, declare that, this project work entitled **“A STUDY ON CONSUMER PERCEPTION AND SATISFACTION ON SMARTPHONES IN YOUTH MARKET SEGMENT :AN INVESTIGATION AMONG COLLEGE STUDENTS IN BAGALKOT DISTRICT ”** is a result of my own research work and has not been previously submitted to any other University for any other examination.

I hereby further declare that all information of this document has been obtained and presented in accordance with academic rules and regulations and ethical conduct.

Date:



Jayashree .R. Heggannavar

Place: Banhatti

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