

Mahatma Gandhi University

(Established by Kerala State Legislature by Notification No. 3431/Leg C1/85/Law, dated 17th April 1985)



FACULTY OF COMMERCE

*The Syndicate of the Mahatma Gandhi University
hereby makes known that*

Smt. PRINCY FRANCIS

has been admitted to the Degree of

**DOCTOR OF PHILOSOPHY
in
Commerce**

*she having been certified by duly appointed examiners to be qualified to
receive the same.*

*Title of the Thesis : A STUDY ON CUSTOMER SATISFACTION IN E-
COMMERCE WITH SPECIAL REFERENCE TO KERALA*

Given under the seal of the University

Date of Syndicate Decision:30-04-2019

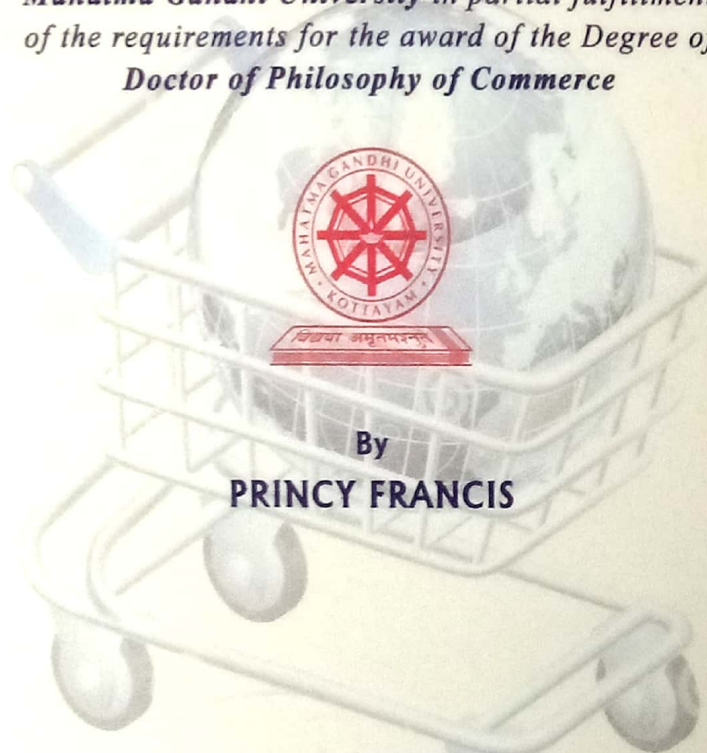
University Buildings
Priyadarshini Hills P.O.
Kottayam - 686 560
Kerala, India



Vice-Chancellor

**A STUDY ON CUSTOMER SATISFACTION IN E-COMMERCE
WITH SPECIAL REFERENCE TO KERALA**

*Thesis submitted to the Faculty of Commerce,
Mahatma Gandhi University in partial fulfillment
of the requirements for the award of the Degree of
Doctor of Philosophy of Commerce*



By
PRINCY FRANCIS

Under the Supervision of
DR. MATHEW JOSE K.
Dean and HOD [Commerce]



**POST-GRADUATE DEPARTMENT OF COMMERCE & RESEARCH CENTRE
SACRED HEART COLLEGE, THEVARA, KOCHI
KERALA - 682 013 (INDIA)**

JUNE 2018

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