



A

Project report

On

**A Study Of Role Of E-Commerce In Online Buying Behavior Of
Consumers Of Lenskart Product.**

In Partial Requirement for the award of Degree of
Master of Commerce

Submitted By

RANDIVE MANSWI MAHENDRA

Roll no : 15389

PRN no: 12213215250

Under the Guidance of

Prof. Dinesh S. Gore

(M.Com, M.Phil, NET, SET)

To

The principal

Anekant Education Society's

**Tuljaram Chaturchand college of Arts, Science & Commerce,
Baramati, Dist: Pune.**

Academic Year 2022-2023

Affiliated to

Savtribai Phule Pune University, Pune





॥ सिद्धिनेकान्तात् ॥
Anekant Education Society's

TULJARAM CHATURCHAND COLLEGE

of Arts, Science and Commerce, Baramati, 413102
(Autonomous Institute)

Chandrashekhar V. Murumkar
PRINCIPAL

Time Achievement Awardee

Religious Minority Institute	NAAC Reaccredited 'A+', CGPA 3.55	
<ul style="list-style-type: none"> ISO - 9001 - 2015 Certified DST FIST 'O' Level DBT - Star College Scheme 	<ul style="list-style-type: none"> Green Audit Certified UGC - CPE Status UGC - B. Voc. Programme 	<ul style="list-style-type: none"> Best College Awardee-SPPU Best Principal Awardee-SPPU

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Affiliated to Savitribai Phule Pune University (Formerly University of Pune) (Id No.PU/PN/ASC/016/1962) Univ. College Code No. 032, HSC Board Code No.J 11.02.001(1976-77)

f. No. AES/TCC/_____

Date :-

Certificate

This is to certify that Mr./Mrs. MANSWI MAHENDRE RANDIVE
Class M.COM II Semester IV Division 'A' has successfully completed
the project entitled "A STUDY OF ROLE OF E-COMMERCE IN ONLINE BUYING
BEHAVIOR OF CONSUMER OF LENSKART PRODUCT"

----- during the academic year 2022-23 as a partial fulfillment for
award of the degree 'Master of Commerce' and submitted to Tuljaram Chaturchand College
of Arts, Science and Commerce, Baramati, Autonomous, affiliated to Savitribai Phule Pune
University, Pune.

The said project is a result of original project work completed by Mr./Mrs. PROF. DINESH
S. GORE
----- under my supervision and guidance in the subject 'Advanced
Accounting and Taxation' and to the best of my knowledge and belief the work embodied in
this has not formed earlier the basis for the award of any degree or similar title or any other
examining body.

Prof. Dinesh S. Gore
Project Guide

Dr. Janardhan K. Pawar
Head, Department of Commerce

Internal Examiner
Name and Signature

External Examiner
Name and Signature