



FACULTY OF COMMERCE

ST ALOYSIUS COLLEGE (AUTONOMOUS), LIGHT HOUSE HILL ROAD, MANGALORE

CERTIFICATE

This is to certify that Mr/Ms ALISHA RODRIGUES (213319), BISHAKHA (213302) and ABOOBACKER RAZWIL (213316) have successfully completed the project work on the topic titled " A general analysis on the adoption of ween marketing and it's impact on consumer buying behavior" under the guidance of

Mrs Deshel Levins Femandes,

Assistant Professor, Deputed to Commerce Department.

This project report is submitted to the Department of Commerce, St Aloysius College (Autonomous), Mangalore, during the year 2021-2022.

Project Guide

Date: January 2022.

Place: Mangalore.

Mrs Deshel Levins Femandes
Assistant Professor

Faculty of
Commerce