



FACULTY OF COMMERCE  
ST ALOYSIUS COLLEGE (AUTONOMOUS)  
LIGHT HOUSE HILL ROAD, MANGALORE – 575 003

**CERTIFICATE**

This is to certify that, **MR. ADEN D'SOUZA** has successfully completed the project work on the topic titled "**A STUDY OF THE IMPACT OF ADVERTISING OF GROCERIES ON CONSUMER BEHAVIOUR WITH REFERENCE TO MANGALORE REGION**" under my guidance. This Project Report is submitted to St Aloysius College (Autonomous), Mangalore as a part of continuous assessment.

**DATE: 1-07-2022**

**PLACE: MANGALORE**

A handwritten signature in blue ink, appearing to read 'Smith D.K.', is written over a horizontal line.

**MS.SMITH.D.K (project guide)**

**ASSISTANT PROFESSOR**