



**FACULTY OF COMMERCE ST ALOYSIUS COLLEGE (AUTONOMOUS),
LIGHT HOUSE HILL ROAD, MANGALURU-575003**

CERTIFICATE

This is to certify that Mr SHARATH B G (213612), Mr. SARTHAK N M (213611) have 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), Mangaluru as a part of continuous assessment.

Mrs. Smitha D K

Lecturer

Date: 30/6/2022
Place: Mangaluru