



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

CERTIFICATE

This is to certify that Mr Mohammad Fakruddin Abil (213636), Ms Sneha (213660), Mr Prajwal Serrao (213644) 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.

Ms RISHAL DISHA D'SOUZA

Date: 27/6/2022
Lecturer
Place: Mangaluru