



ESTD : 1880

DEPARTMENT OF POST GRADUATE STUDIES AND RESEARCH IN COMMERCE

ST ALOYSIUS COLLEGE (AUTONOMOUS)

ST ALOYSIUS COLLEGE ROAD, MANGALURU - 575003

CERTIFICATE

This is to certify that **Ms. FARIDA BEGAM** bearing Register Number **218527** has successfully completed the project work on the topic entitled **“Role of social media influencers endorsement on the buying behavior of consumers -with special reference to baker’s confectionary in Mangaluru city.”** under the guidance of DR SHAKIRA IRFANA. The Project Report is submitted to St Aloysius College (Autonomous), Mangaluru in partial fulfilment of the requirements for the award of the Degree of Master of Commerce (Finance and Analytics) during 2022-23.

Date: 09.05.2023

Place: MANGALURU

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