



**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