

**FACULTY OF COMMERCE**  
**ST ALOYSIUS COLLEGE (DEEMED TO BE UNIVERSITY)**  
**LIGHT HOUSE HILL ROAD, MANGALORE – 575 003**

**CERTIFICATE**

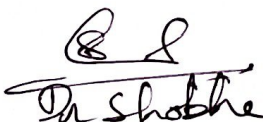
This is to certify that **MR STALLON DANIEL DSOUZA (213367) MR SIDDHARTH KUNTAR (213465)** have successfully completed the project work on the topic titled " **A STUDY ON THE IMPACT OF E-COMMERCE MARKETING ON GEN Z**" under my guidance. This Project Report is submitted to St Aloysius University (Deemed to be University) Mangalore as a part of continuous assessment.

**Date** 22-04-2024

**Place: Mangalore**

  
**MS. SARITHA CRASTA**

**(Project Guide)**

  
Head of the Department of Commerce  
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