



ESTD : 1880

FACULTY OF COMMERCE

ST ALOYSIUS COLLEGE (AUTONOMOUS)

LIGHT HOUSE HILL ROAD , MANGALORE - 575003

CERTIFICATE

This is to certify that Ms Dhatri U Kota (2336021), Ms Ashel Princia Pinto (2336086), Mr Mohammed Afeel (2336040), Mr Mohammad Akram (2336037), Mr Samrudh D Shetty (2336050) have successfully completed the project work on the topic titled **"Analyzing the Impact of Advertising on Consumer behaviour : A comprehensive study"** under my guidance.

This Project Report is submitted to St Aloysius College (Autonomous), Mangalore as a part of continuous assessment.

7th October, 2023

Dr Swathi Bhat

St Aloysius College ,Mangaluru

Assistant Professor

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