



ESTD : 1880

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

**CERTIFICATE**

This is to certify that **Saketh S Salian 2332013, Shalet Maria Crast 2332014 Sneha N 2332015 Spandana MS 2332016 and Sudarshan Shetty 2332017** has successfully completed the project work on **"Impact on Social Media on Advertisement Consumer Buying Behavior in Mangalore"** under the guidance of **MR SHAKEN RAJ**

This project Report is submitted to St. Aloysius College (Autonomous), Mangalore in partial Fulfillment of the requirements for the award of the degree of Bachelor of Commerce during 2023-24.

Date: November 2023-2024

PLACE: MANGALORE

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