

A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR

**Project Report Submitted to Periyar University
in partial fulfilment of**

**The requirement for the Award of the
Degree of Master of Commerce**

Submitted by

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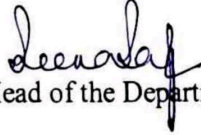
CERTIFICATE

This is to certify that the project report entitled **A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR** submitted to the Periyar University, Salem in partial fulfillment of the requirement for the award of the degree of Master of Commerce is a record of bonafied project work carried out by **V. PROKSHA**, Reg. No. **C21PG152COM009** under my supervision and guidance. No part of this project report work has been submitted for the award of any Degree, Diploma, Fellowship or other similar or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date: 03-5-2023

Place: Hosur

Signature of the Head of the Department



Signature of the Supervisor



Date of Viva- Voce Exam: 03-5-2023

Internal Examiner



External Examiner

