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**IMPACT OF ONLINE ADVERTISING ON CONSUMER  
BUYING BEHAVIOR TOWARDS COSMETICS**

**By,**

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**Project report submitted to the University of Mysore in partial fulfilment  
of the requirements of 4<sup>th</sup> Semester MBA Degree examination 2020.**

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**CERTIFICATE**

This is to certify that **RAKSHITHA P**, student of IV semester MBA course in this institute has prepared the project report titled **IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETICS** in partial fulfilment of the requirement of IV semester MBA degree examination – 2019-2020

**Date: 8<sup>th</sup> September 2020**

**Place: Mysore**

  
**(Prof. AISHA M.SHERIFF)**

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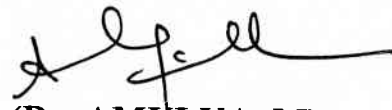
**MYSURU-570 006**

**GUIDANCE CERTIFICATE**

The project report titled "IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETICS" is prepared by RAKSHITHA P under my guidance. This report is submitted to University of Mysore in partial fulfilment of the requirement of IV semester MBA degree examination of 2019-2020.

**Date: 8<sup>th</sup> September 2020**

**Place: Mysore**



**(Dr. AMULYA. M)**

**Project Guide**