

**THE STUDY ON IMPACT OF VISUAL MERCHANDISING ON
IMPULSE BUYING AND BUYING BEHAVIOUR OF CONSUMER AT
SHOPPERS STOP IN MALL OF MYSORE**

By

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Project Report to the University of Mysore

In partial fulfilment of the requirement of IV Semester

MBA Degree Examination - 2020

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CERTIFICATE

This is to certify that **Mr SHREYAS R**, a student of IV semester M.B.A. course in this institute has prepared this project report entitled "**The study on impact of visual merchandising on impulse buying and buying behaviour of consumer at shoppers stop in mall of Mysore**" in partial fulfilment of the requirements of M.B.A. degree examination of 2020.

Date: 10/09/2020

Place: Mysore

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GUIDE'S CERTIFICATE

The project report entitled "**The study on impact of visual merchandising on impulse buying and buying behaviour of consumer at shoppers stop in mall of Mysore**" is prepared by **Mr. SHREYAS R** in partial fulfilment of the requirements of MBA under my guidance .This report is submitted to University of Mysore in partial fulfilment of the requirements of IV semester MBA Degree Examination of 2020.

Date: 10/09/2020

Place: Mysore


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PROJECTGUIDE