

N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES

UNIVERSITY OF MYSORE, MANASAGANGOTRI

MYSORE-570006

CERTIFICATE

This is to certify that **Mr. THINLAY NYIMA**, a student of IV semester
M.B.A. course in this institute has prepared this project report entitled "A
study on **BUYING BEHAVIOUR OF CUSTOMER IN LOYAL
WORLD**" in partial fulfillment of the requirements of M.B.A. degree
examination of 2020.

Place: Mysore

Date:



Prof. AISHA M. SHERIFF

CHAIRMAN

DOS In Business Administration (BIMS)

UNIVERSITY OF MYSORE

Manasagangotri, MYSORE-570006

B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES

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GUIDE'S CERTIFICATE

The project report entitled "A Study on BUYING BEHAVIOUR OF CUSTOMER IN LOYAL WORLD" is prepared by Mr. THINLAY NYIMA in partial fulfillment of the requirements of MBA under my guidance. This report is submitted to University of Mysore in partial fulfillment of the requirements of IV semester MBA Degree Examination of 2020.

Place: Mysore


Dr. AMULYA.M

Date:

(PROJECT GUIDE)

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

By,

RAKSHITHA P

IV Semester MBA

Reg. No. 18MB0123

Under the Guidance of

Dr. AMULYA.M, MBA, BE., Ph.D.

Assistant Professor

BIMS

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

B.N. Bahadur Institute of Management Sciences,

University of Mysore, Manasagangothri,

Mysore-570006

