

# **A STUDY ON EFFECTS OF BRANDING ON ONLINE CUSTOMER BUYING BEHAVIOUR**

by

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**4<sup>TH</sup> Semester MBA**

**Register number: 19MB0090**

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**Project report submitted to the University of Mysore in partial fulfillment of the  
requirements of 4th Semester MBA Degree examination 2021.**

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**CERTIFICATE**

This is to certify that **PRAMOD K**, student of IV semester MBA course in this institute has prepared the project report titled **A STUDY ON EFFECTS OF BRANDING ON ONLINE CUSTOMER BUYING BEHAVIOUR** in partial fulfillment of the requirement of IV semester MBA degree examination – 2020-2021

**Date:** 30/08/2021

**Place:** Mysore

  
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**GUIDANCE CERTIFICATE**

The project report titled "A STUDY ON EFFECTS OF BRANDING ON ONLINE CUSTOMER BUYING BEHAVIOUR" is prepared by PRAMOD K under my guidance. This report is submitted to University of Mysore in partial fulfilment of the requirement of IV semester MBA degree examination of 2020-2021.

Date: 30/08/2021

Place: Mysore



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**PROJECT GUIDE**  
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