
**IMPACT OF DIGITAL MARKETING ON
CONSUMER BUYING BEHAVIOUR**

By

SHIBAAN AQUIB
IV Semester MBA
Reg. No: 19MB0124

Under the guidance of

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

Project report submitted to the University of Mysore in partial
fulfilment
of the requirements of IV Semester MBA degree examinations 2021

**B.N Bahadur Institute of Management
Sciences,**
University of Mysore, Manasagangotri,
Mysore 570006

UNIVERSITY OF MYSORE

B.N. BAHADUR INSTITUTE OF MANAGEMENT
SCIENCES

UNIVERSITY OF MYSORE, MANASAGANGOTRI MYSURU-

570 006

CERTIFICATE

This is to certify that **SHIBAAN AQUIB** , student of IV semester MBA course in this institute has prepare the project report titled **IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR** in partial fulfilment of the requirement of IV semester MBA degree examination – 2020-2021

Date: 26/08/21

Place: Mysore



(Prof. D.ANAND, MBA., Ph.D.)

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570 006

GUIDANCE CERTIFICATE

The project report titled **IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR** is prepared by **SHIBAAN AQUIB** 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: 26/08/21


(Dr. M. AMULYA)

Place: Mysore

PROJECT GUIDE
Dr. AMULYA . M. BE., MBA, Ph.D.,
Associate Professor
DOS in Business Administration (BIMS)
University of Mysore
Manasagangotri, Mysore - 570 006