

IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE DECISION

by

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IV SEMSTER MBA

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

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This is to certify that Mr. Waleed Abdulla Abdrabbah Abdulla Alhamri,
student of IV semester MBA course has prepared this project report
entitled " IMPACT OF DIGITAL MARKETING ON CONSUMER
PURCHASE DECISION ON SPORTS PRODUCTS 'NIKE SHOES', " in
partial fulfillment of the requirements of MBA degree examinations of
2021.

Date: 30/08/2021

Place: Mysore


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Date: 30/08/2021

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