



Savitribai Phule Pune University
सवित्रीबाई फुले पुणे विद्यापीठ



A

Project Report

On

**“The Effect of Online Adverting On Consumer
Buying Behaviours”**

Submitted To

Savitribai Phule Pune University, Pune

For the Partial Fulfillment of MASTER OF COMMERCE

Submitted By

KHOKALE ARCHANA NIVRUTTI

M.com II

Under The Guidance Of

Dr. Liyakat R. Sayyad

ARTS, COMMERCE AND SCIENCE COLLEGE

Sonai Tal- Newasa Dist- Ahmednagar

2023-24



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Certificate

This is to certify that project report entitled “**The Effect of Online Adverting On Consumer Buying Behaviours**” is written and submitted to SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE by **Miss. Khokale Archana Nivrutti** in the partial fulfillment of requirement for the award of Masters Degree in commerce. This is her original work carried out under the guidance and supervision of project guide. We further certify that the best of our knowledge and belief, the matter presented in this project is bona-fide and has not been submitted to any other degree, diploma or membership.

DATE: 4/05/2024

Place: Sonai

Project Guide

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STUDENT DECLARATION

I the undersigned, hereby declare that the project report entitled **“The Effect of Online Advertising On Consumer Buying Behaviours”** written and submitted by me to the SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE towards the fulfillment of requirement for the award of the degree of MASTER OF COMMERCE under the guidance of **Dr. Liyakat R. Sayyad** it is my original work and the conclusion drawn there in are based on the material collected by myself.

Place :

Date :

Miss. Khokale Archana Nivrutti