

A Project Report On:
**“IMPACT OF SOCIAL MEDIA ON
CONSUMER BEHAVIOUR”**



Savitribai Phule Pune University, Pune
For the Partial Fulfillment of Master of Commerce-II

Submitted By:

Manjusha Dinkar Temak

Master of Commerce-II

Under The Guidance Of:

Mrs. Kaveri B. Dhokane Mam



ARTS, COMMERCE AND SCIENCE COLLEGE

Sonai Tal- Newasa Dist- Ahmednagar

2023-2024



Mula Education Society's

ARTS, COMMERCE AND SCIENCE COLLEGE, SONAI

Tal. Newasa, Dist- Ahmednaqar - 414105

Ph.: 02427-231384 Email: sonacollege@yahoo.co.in, mesacsccollege@gmail.com Website: www.acsonaicollege.com Affiliated to SavitribaiPhule Pune University, Pune (I.D.PU/AN/ASC/031/1989) NAAC Re-accredited with 'A' Grade (Valid till 27/03/2022), DBT Star College Scheme, ISO 9001: 2015 Certified, AISHE Code - C-42096

CERTIFICATE

This is to certify that project report entitled " IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR " is written and submitted to SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE by Miss. Manjusha Temak in the partial fulfillment of requirement for the award of Master's 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: 4/5/2024


Project Guide


External Examiner


Head of Department


Principal

DECLARATION

I hereby declare that this project report entitled "IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR" was carried out by me for the degree of M. Com under the guidance and supervision of Mrs. Kaveri B. Dhokane Mam Department of Commerce. The interpretations put forth are based on my reading and understanding of the original texts and they are not published anywhere in any form. The other books, articles and websites, which I have made use of are acknowledged at the respective place in the text. This research report is not submitted for any other degree or diploma in any other University.



Place: Sonai, Ahmednagar

Name of the Student: MANJUSHA TEMAK

Department of: M. COM -II

Date: 4 /5/ 2024