

**Project Report On**

**“A STUDY ON IMPACT OF ONLINE MARKET PERCEPTION AND  
BUYING BEHAVIOUR OF CONSUMER TOWARDS COSMETICS”**

**Submitted by**

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**(1SV21BA015)**

**Submitted to**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI**

In partial fulfillment of the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

Under the Guidance of

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## CERTIFICATE

This is to certify that **Mr. JOEL CHRISTOPHER** bearing USN (1SV21BA015) is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECNOLOGY (2021-23)** Affiliated to Visvesvaraya Technological University, Belagavi. Project work on **“THE IMPACT OF ONLINE MARKET PERCEPTION ON CONSUMER BUYING BEHAVIOR TOWARDS COSMETICS”**, is prepared by him under the guidance of **Dr. K S RAMAKRISHNA** professor and Head, Department of MBA, in partial fulfillment of the requirement for the award of the degree of **“Master of Business Administration”** of Visvesvaraya Technological University, Belagavi, Karnataka.

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