
Project Report on
“A STUDY ON DIGITAL MARKETING RELATES TO CONSUMERS
PURCHASE BEHAVIOR ON HEALTH CARE PRODUCT IN
TUMAKURU”

BY

SWAPNA L

(1SV20BA035)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

DR. K. S. RAMAKRISHNA

MA, MBA, M.Phil, Ph.D
Professor and Head
Department of MBA
S.I.E.T, Tumakuru



DEPARTMENT OF MBA
SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

Sira Road, Tumakuru-572106, Karnataka

2020-2022

Principal Signature

PRINCIPAL



SRI SHRIDEVI CHARITABLE TRUST (R.)
SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(An ISO 9001:2008 Certified Institution)

Sira Road, Tumakuru -572 106, Karnataka, India.

(Affiliated to Visvesvaraya Technological University &
Approved by AICTE, New Delhi Vide 06/06/KTK/ENGG/02/017 Dt. 27-5-2002)
Phone: 0816 - 2212627, 221268, 2212629 Tele Fax: 0816 - 2212629



E-mail: shridevi_itel@indiantimes.com/info@shrideviengineering.org

Web: www.shridevieducation.org

CERTIFICATE

This is to certify that **Ms. SWAPNA L** bearing **USN - 1SV20BA035** is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2020-22)**, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON DIGITAL MARKETING RELATES TO CONSUMERS PURCHASE BEHAVIOUR ON HEALTH CARE PRODUCTS IN TUMAKURU"** is prepared by her 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.

(Dr. K. SRAMAKRISHNA)
M.A, MBA, M.Phil. Ph. D
Professor and Head,
Department of MBA

(Dr. K. S RAMAKRISHNA)
M.A, MBA, M.Phil. Ph. D.
Professor and Head,
Department of MBA

(Dr. NARENDRA VISWANATH)
M.E, Ph.D.
Principal
SIET, Tumakuru.

Date: 21/07/2022

Place: Tumakuru

PRINCIPAL
SIET, TUMAKURU

DECLARATION

I, Ms. SWAPNA L, hereby declare that the project report entitled “A STUDY ON DIGITAL MARKETING RELATES TO CONSUMERS PURCHASE BEHAVIOR ON HEALTH CARE PRODUCT IN TUMAKURU” Prepared by me under the guidance of Dr. K S RAMAKRISHNA, professor and Head, Department of MBA, Shridevi Institute of Engineering and Technology, Tumakuru.

I also declare that the report is towards the partial fulfillment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

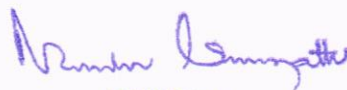
I have undergone a project work for a period of 6 weeks, I further declare this project is based on the original study undertaken by me and has not been submitted for the award of any Degree/Diploma from any University/Institution.

Date: 21/07/2022

Place: Tumakuru

Swapna L
(SWAPNA L)

1SV20BA035



PRINCIPAL
SIET., TUMAKURU