

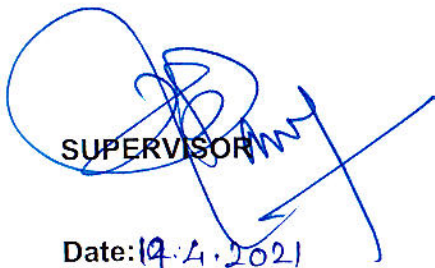
**DEPARTMENT OF MANAGEMENT STUDIES  
KONGU ENGINEERING COLLEGE**


(Autonomous)  
PERUNDURAI ERODE – 638060

APRIL 20201


**BONAFIDE CERTIFICATE**

This is to certify that the Project report entitled *Analyzing Buying Behavior Towards Attires And Grooming Products Through Social Media (In Tamilnadu)* is the bonafide record of project work done by **AARTHI M [19MBR001]** in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration of Anna university Chennai during the year 2019 - 2021.

  
SUPERVISOR  
Date: 19.4.2021

  
HEAD OF THE DEPARTMENT  
(Signature with seal)

Submitted for the semester viva voce examination held on

  
INTERNAL EXAMINER

EXTERNAL EXAMINER