

"AN ANALYSIS OF THE IMPACT SOCIAL MEDIA MARKETING ON INDIVIDUALS

ATTITUDE AND PERCEPTIONS AT TIHU (BARBHAGJARI)"

A PROJECT REPORT SUBMITTED TO



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Bachelor Degree of commerce

BY

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CERTIFICATE OF ORIGINALITY

This is To certify that the Dissertation Report entitled "AN ANALYSIS OF THE IMPACT SOCIAL MEDIA MARKETING ON INDIVIDUALS' ATTITUDES AND PERCEPTIONS At Tihu (BARBHAGJARI) is an original work carried out by **Jagadish Baishya** under GU Roll No: UC-211-200-0211, GU Registration No – 21069018 in Partial Fulfillment of requirement for the award Bachelor of commerce.

The matter embodied in this paper is a genuine work and has been prepared under my supervision and guidance.

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DECLARATION OF RESEARCHER

I hereby declare that this DISSERTATION Report entitled on "AN ANALYSIS OF THE IMPACT SOCIAL MEDIA MARKETING ON INDIVIDUALS' ATTITUDES AND PERCEPTIONS At Tihu (BARBHAGJARI) "has been prepared by myself during the Month of December -January 2024 under the guidance and supervision of Ms DEEPS IKHA DEVI Assistant Professor / Department of Accountancy of Nalbari Commerce College, Nalbari.

I also hereby declare that this DISSERTATION Report is an original work has not been submitted at any time to any other University or Institute for the award of any degree of diploma.

Place - Nalbari

Date - 28/5/2024


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