

A PROJECT REPORT ON
“A STUDY ON THE IMPACT OF SOCIAL MEDIA ON
CONSUMER BUYING HABITS”

SUBMITTED TO



GAUHATI UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
DEGREE OF BACHELOR OF COMMERCE

SUBMITTED BY:

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ROLL NO: UC-211-200-0110

G.U. REGISTRATION NO: 21025662 OF 2021-2022

UNDER THE SUPERVISION OF

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NALBARI COMMERCE COLLEGE, NALBARI

CERTIFICATE OF ORIGINALITY

This is to certify that the project report entitled '**A Study On The Impact of Social Media on Consumer Buying Habits**' submitted by 'Pritam Chakravarty' bearing Roll No UC-211-200-0110 towards partial fulfillment of the requirements for B.Com 6th Semester final examination was done under my guidance and supervision. The work or any part of it has not been submitted to any other University/Institution/Department for the award of any Degree or Diploma.

Date: 17/05/2024

Place: Nalbari Commerce College, Nalbari

Prity Kalita

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DECLARATION

I "Pritam Chakravarty" a student of B.com 6th Semester, Department of Commerce, Nalbari Commerce College, Nalbari hereby declare that any texts or data included in this project entitled **"A Study On The Impact of Social Media on Consumer Buying Habits"** has not been submitted or forwarded to any other University / Institution /Department for the award of any Degree of Diploma.

Date: 17/05/2024

Place: Nalbari Commerce College, Nalbari

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