

**IMPACT OF COLOR PSYCHOLOGY ON BRANDING AND  
MARKETING- A STUDY OF CHAMARAJANAGARA TOWN**

Dissertation submitted to University of Mysore.

**DEPARTMENT OF COMMERCE**

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**CERTIFICATE**

I hereby certify that the dissertation work entitled "IMPACT OF COLOR PSYCHOLOGY ON BRANDING AND MARKETING - A STUDY OF CHAMARAJANAGARA TOWN" is an authentic record of the bonafied dissertation work carried out by Mr. Rajesh Kumar M (Register No: P01ZW21C0030) a student of IV semester M.Com, under my guidance and supervision for the partial fulfilment of M.Com degree in the Department of Commerce, University of Mysore, Dr. B.R. Ambedkar Post Graduate Centre, Suvarnagangotri, Chamarajanagara. This dissertation or any part of it has not been previously submitted for the award of any degree or diploma or other similar title to any other University.



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