

**Impact of Neuromarketing Techniques on Consumer
Buying Behavior by Online Retailer Amazon India**

Project Report submitted to the University of Mysore in partial fulfilment of the
requirements of IV Semester MBA Degree examinations 2023

By

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IV Semester MBA

Reg. No: P01ZZ21M0203

Guide

Dr. S. J. MANJUNATH, MBA, Ph.D.

Professor

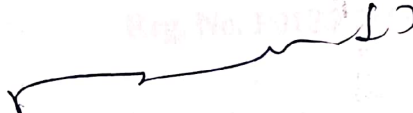
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GUIDANCE CERTIFICATE

This is to certify that the project report “Impact of Neuromarketing Techniques on Consumer Buying Behavior by Online Retailer Amazon India” is a bone fide project work based on the original study conducted by IQBAL AHMAD NOUSHAD (Reg. No. P01ZZ21M0203) Under my guidance and supervision during the year 2023, Project Report submitted to the University of Mysore in partial fulfilment of the requirements of IV Semester MBA Degree examinations 2023.

Date: 23/08/2023
Place: Mysore


Prof. S. J. MANJUNATH. MBA Ph. D
(Project Guide)

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CERTIFICATE

This is to certify that Mr. IQBALAHMAD NOUSHAD, a student of IV Semester MBA course in the institute has bearing Re. NO. P01ZZ21M0203. The student has prepared a project entitled “Impact of Neuromarketing Techniques on Consumer Buying Behavior by Online Retailer Amazon India” In partial fulfilment of the requirements of the VI semester degree examinations for the academic year -2023.

Date: 23/08/2023

Place: Mysore


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