

**Impact of Digital Marketing on Consumer Purchase  
Decision – A Study of NIKE Brand Products**

*by*

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

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**GUIDANCE CERTIFICATE**

The Project Report titled “Impact of Digital Marketing on Consumer Purchase Decision – A Study of NIKE Brand Products”, has been prepared by Nazir Ahmad Barak under my guidance. This report is 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. R. Mahesh

Project Guide

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**CERTIFICATE**

This is to certify that **Nazir Ahmad Barak**, a student of IV Semester MBA course in this institute has prepared the Project Report titled "**Impact of Digital Marketing on Consumer Purchase Decision – A Study of NIKE Brand Products**", in partial fulfilment of the requirement of IV Semester MBA Degree examinations 2023.

Date: 23/08/2023

Place: Mysore

  
Prof. S. J. Manjunath

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