

# **Impact of Social Media Marketing on Electronic appliances buying behavior of international students**

By

Shamsia Ibrahim  
IV Semester, MBA  
Reg.No. PO1ZZ21M0191

Under the Guidance of  
DR. AMULYA.M BE, MBA, PHD  
Associate Professor

A Project Report Submitted to the University of Mysore in Partial fulfillment of the requirement of IV semester Master in Business Administration Degree 2023.

B.N Bahadur Institute of Management Science,  
University of Mysore, Manasagangothri,  
Mysore-570006

# UNIVERSITY OF MYSORE

B.N BAHADUR INSTITUTE OF MANAGEMENT  
SCIENCES MANASAGANGOTTHRI MYSORE - 570006

## Certificate

This is to certify that the thesis entitled "Impact of Social Media Marketing on (Electronic appliances buying behavior) of international students" is an original work completed by Miss. Shamsia Ibrahim Registration No. PO1ZZ21M0191, student of IV semester (MBA) Master of Business Administration at BIMS B.N Bahadur Institute of Management Science, University of Mysore under my supervision for Fulfilment of the Requirements for the degree of MBA, is an authentic work done under my supervision and is plagiarism free as per rules and regulations of University of Mysore. This work is done in project form has not been submitted for the award of any other degree to the best of my knowledge and belief.

DATE: 23/08/2023

PLACE: Mysore

CHAIRMAN  
(PROF. S. J. MANNATH)  
DOS in Business Administration (BIMS)  
UNIVERSITY OF MYSORE  
Manasagangotri, MYSORE-570006

# UNIVERSITY OF MYSORE

**B.N BAHADUR INSTITUTE OF MANAGEMENT  
SCIENCES MANASAGANGOTHRI MYSORE - 570006**

## Certificate

This is to certify that the thesis entitled “**Impact of Social Media Marketing on (Electronic appliances buying behavior) of international students**” is an original work completed by **Miss. Shamsia Ibrahim** Registration No. **PO1ZZ21M0191**, student of IV semester (MBA) Master of Business Administration at BIMS B.N Bahadur Institute of Management Science, University of Mysore under my supervision for Fulfilment of the Requirements for the degree of MBA, is an authentic work done under **DR. M. AMULYA BE, MBA, PH.D, Associate Professor** supervision and is plagiarism free as per rules and regulations of University of Mysore. This work is done in project form has not been submitted for the award of any other degree to the best of my knowledge and belief.

**DATE:** 23/08/2023

**PLACE:** Mysore



**DR. M. AMULYA BE, MBA, PH.D, Associate Professor**  
B.N Bahadur Institute of Management Science  
University of Mysore