



A PROJECT REPORT ON

**"A STUDY ON THE INFLUENCE OF SOCIAL MEDIA MARKETING ON
CONSUMER BUYING DECISION MAKING (CBDM) WITH REFERENCE
TO MAMAEARTH & IT'S NATURAL SKINCARE PRODUCTS "**

SUBMITTED TO

St. Mira's College for Girls, Pune.
Autonomous (Affiliated to Savitribai Phule Pune University)

UNDER THE GUIDANCE OF
PROF. KAJAL JAISINGHANI

FOR THE PARTIAL FULFILLMENT OF BACHELOR
OF BUSINESS ADMINISTRATION

(T.Y.B.B.A 2021-22) SEMESTER - VI

BY:

MS. AKSHA HARESH BADLANI.
(Roll no: 21954 / Seat no: B191007)

Rukma

Course Co-ordinator



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C E R T I F I C A T E

This is to certify that Ms. Aksha Badlani (Roll no: 21954 / Seat no: B191007) has successfully completed the Project titled "*A study on the influence of social media marketing on consumer buying decision making (CBDM) with reference to Mamaearth & its natural skincare products*" in specialization – Marketing. The same constitutes a part of T.Y.B.B.A curriculum for the academic year 2021-22.

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