

**A RESEARCH  
REPORT  
ON**

**“IMPACT OF A BRAND ON CONSUMER DECISION MAKING PROCESS”**

Submitted in partial fulfillment of the requirement for the award of Degree of

**MASTER OF BUSINESS ADMINISTRATION**

DEPARTMENT OF MANAGEMENT



SUBMITTED TO:

Mr. OMVEER SINGH

Head of the Department

DEPARTMENT OF MANAGEMENT

SUBMITTED BY:

SACHIN KUMAR

MBA IV Sem.

ROLL. No 201040112025

**JS UNIVERSITYSHIKOHABAD**

(Established by the Govt. Of U.P. and recognized as per Section 2(f) of UGC Act, 1956)

**Session (2022-2023)**



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**CERTIFICATE**

This is to certify that the project report entitled “**IMPACT OF A BRAND ON CONSUMER DECISION MAKING PROCESS**” submitted by **SACHIN KUMAR** a student of **J.S.UNIVERSTY SHIKOHABAD**, Second year in master of business administration (**MBA**) in partial fulfilment, requirement for MBA from the J S University Shikohabad Firozabad (U.P.)

During the academic session **2022-2023**, the external examiner has checked and taken oral viva-voice on the same.

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**EXTERNAL EXAMINER**



## DECLARATION

I SACHIN KUMAR, here by provide total and complete assertion that the entire thesis paper entitled **“IMPACT OF A BRAND ON CONSUMER DECISION MAKING PROCESS”** is prepared by me with the guidelines that have been provided by my supervisor and through maintaining the regulations of the institution as well. Proper citation of the use literature has been done to ensure the authenticity of the research.

Along with that, I also assure that the research is authentic and genuine from every dimension of the research. And it is only prepared for academic requirements not for any not for any other purpose.

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