

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

An Internationally Indexed Peer Reviewed & Refereed Journal



UGC ID - 48312

Impact Factor* : 6.2311

Ref:IRJMSH/2018/A108995

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT

PROF. MUDASIR AHAMED KHAN N

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR OF FMCG IN BANGALORE CITY:
WITH A FOCUS ON CONSUMPTION OF DETERGENT POWDER**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 9 , Issue – 9 Sep , 2018



Editor in Chief

www.IRJMSH.com



Computer Science Directory



INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

An Internationally Indexed Peer Reviewed & Refereed Journal



UGC ID - 48312

Impact Factor* : 6.2311

Ref:IRJMSH/2018/A108995

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT
PROF. MAHAJABEEN
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR OF FMCG IN BANGALORE CITY:
WITH A FOCUS ON CONSUMPTION OF DETERGENT POWDER**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 9 , Issue – 9 Sep , 2018



Editor in Chief

www.IRJMSH.com



Computer Science Directory



Electronic
Journals
Service

