

Accredited by NACC With B++ Grade (Cycle I)  
(Affiliated to Mangalore University)  
(A Unit of Coondapur Education Society (R.), Kundapura)  
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Prof. K. Umesh Shetty, M.Com, M.Phil, PGDHE.  
PRINCIPAL

No. BBHC /2023-24/MRP- 54

Date: 06/06/2024

## Certificate

*This is to certify that the Mini research project entitled “A study on role of customer reviews in online purchasing decisions with reference to Kundapura Taluk”, submitted to the Mangalore University, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce is the record of original work done by the students of III B.Com (B) during the Academic year 2023-24. They did this work under my supervision and guidance. This report has not previously formed the basis for the award of any candidate of any Degree/Diploma/ Associateship/ Fellowship or other similar title of the University earlier.*

  
Principal

Dr. B.B. Hegde First Grade College  
Kundapura-576201

Countersigned

Shanath

Signature of the Guide



HOD, Commerce



# Dr. B. B. HEGDE FIRST GRADE COLLEGE, KUNDAPURA

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## A MINI RESEARCH PROJECT ON

“A STUDY ON ROLE OF CUSTOMER REVIEWS IN ONLINE PURCHASING DECISIONS – WITH REFERENCE TO KUNDAPURA TALUK”.

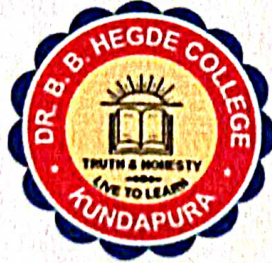
### GUIDE

Mr. Sharath Kumar, Assistant Professor

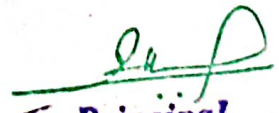
Department Of Commerce

### Project Team

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2023-24

  
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