

APPROVAL PAGE
STUDYING THE IMPACT OF EMOTIONAL ADVERTISEMENTS AND
BRAND IMAGE ON CONSUMER BUYING BEHAVIOR: PARLE – G INDIA

Submitted as one of the requirements of Obtaining the Bachelor Degree of
International ICT Business

Arranged by:

Bhawya

1401183619



Supervisor

A handwritten signature in blue ink, appearing to read 'Dinda', is written over a horizontal line.

Dinda Amanda Zuliestiana, SE, MM

INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG

2022