

**STUDYING THE IMPACT OF EMOTIONAL ADVERTISEMENTS AND
BRAND IMAGE ON CONSUMER BUYING BEHAVIOR: PARLE – G INDIA
MINI THESIS**

Proposed as one of the requirements to complete Bachelor Degree in
International ICT Business

Arranged by:

Bhawya

1401183619



INTERNATIONAL ICT BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

TELKOM UNIVERSITY

BANDUNG

2022