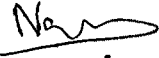


## DECLARATION BY THE STUDENT

I hereby declare that the dissertation titled as '**A STUDY OF CONSUMER BUYING BEHAVIOR FOR BATH SOAPS WITH REFERENCE TO PUNE**' completed and written by me has not formed earlier the basis for the award of any degree or similar title of this or any other University or examining body.


Date: 23/10/2012  
Place: Satara

  
Mr. Ajit Vishnu Nale  
Research Student

## DECLARATION BY GUIDE

This is to certify that the dissertation titled as '**A STUDY OF CONSUMER BUYING BEHAVIOR FOR BATH SOAPS WITH REFERENCE TO PUNE**' which is being submitted herewith for the award of the Degree of Master of Philosophy in Business Management, under the faculty of Commerce and Management of Shivaji University, Kolhapur is the result of the original research work completed by Mr. Ajit Vishnu Nale under my supervision and guidance and to the best of my knowledge and belief the work embodied in this dissertation has not formed earlier the basis for the award of any degree or similar title of this or any other University or examining body.

Date: 23/10/2012  
Place: Satara

  
Dr. K. M. Nalawade  
Research Guide