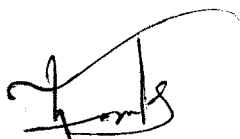


C E R T I F I C A T E .

This is to certify that the dissertation entitled "Marketing of Consumers goods in Rural market- A study of brand Loyalty for convenience goods" [with reference to sonyal village] is a genuine and bonafide work prepared by Shri V.N. Nagnamode under my supervision and guidance and submitted in partial fulfilment for the award of the Degree of Master of philosophy in Commerce to the Shivaji University, Kolhapur.

To the best of my knowledge the matter presented in this report has not been submitted for a similar degree.

Place:- Amravati
Date:- 23.11.85


(Dr. V.N. Nagnamode)
Research guide.

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