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**A STUDY OF ADVERTISING MESSAGES  
AND FACTORS INFLUENCING THE PURCHASE  
OF DIFFERENT BRANDS OF DETERGENTS  
(POWDERS AND BARS) - A CASE STUDY OF  
SATARA CITY.**

**A DISSERTATION SUBMITTED TO THE  
SHIVAJI UNIVERSITY, KOLHAPUR.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
FOR THE AWARD OF THE DEGREE OF  
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COMMERCE AND MANAGEMENT**

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