


DECLARATION

I HEREBY DECLARE that this Dissertation entitled "A STUDY OF ADVERTISING MESSAGES AND FACTORS INFLUENCING THE PURCHASE OF DIFFERENT BRANDS OF DETERGENTS (POWDERS AND BARS) - A CASE STUDY OF SATARA CITY" has been composed by me for being submitted to SHIVAJI UNIVERSITY, KOLHAPUR, for the award of the Degree of MASTER OF PHILOSOPHY in COMMERCE and MANAGEMENT.

The present work is of original nature and the conclusions drawn therein are based on the data collected by me.

To the best of my knowledge, the matter presented in this Dissertation has not been submitted earlier for the award of a similar Degree to this or any other University.



A.K. Jadhav
M.Com.

Research Candidate

KOLHAPUR
May 10, 1991
