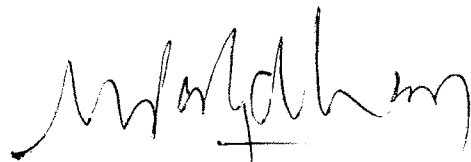


**CERTIFICATE**

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THIS IS TO CERTIFY that the 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" is a genuine and bonafide work prepared by **Shri.A.K.JADHAV** under my supervision and guidance and submitted to **SHIVAJI UNIVERSITY, KOLHAPUR**, for the award of the Degree of **MASTER OF PHILOSOPHY in COMMERCE and MANAGEMENT.**

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



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May 10 , 1991.