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CERTIFICATE FROM THE SUPERVISOR

I certify that the thesis entitled **PERSUASIVE MARKETING IN THE CONSUMER SOCIALIZATION PROCESS OF THE ADOLESCENT IN CHENNAI AND HYDERABAD – A COMPARATIVE STUDY**

Submitted for the degree of Doctor of Philosophy (PhD) by **Mrs.B.V.JAYANTHI**, is the record of research work carried out by her during the period December, 2009 to July, 2013 under my guidance and supervision and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this University or any other University or other similar institution of Higher Learning

(Dr.Y.Hari Prasaad Reddy)

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