

## CERTIFICATE

This is to certify that the dissertation titled “**IMPACT OF SUBLIMINAL MESSAGES IN TV ADVERTISEMENTS ON CONSUMER BEHAVIOUR**”,

*(A Case Study of Youth in Kashmir Province of J&K )*, submitted by Shakeel Ahmad

Sofi, is record of original research work carried out by him under my supervision .To the best of knowledge and information provided to me ,the dissertation has not previously formed the basis for the award of any Degree /Diploma , any other title of this or any other university and that the thesis represents independent work on the part of the candidate.

Dated :

( **Dr.Fayaz Ahmad Nika** )