

www.IRJMST.com

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SCIENCE AND TECHNOLOGY



An Internationally Indexed Peer Reviewed & Refereed Journal

Impact Factor*: 3.2832 Ref:IRJMST/2013/A10714

DOI: HTTPS://DOI.ORG/10.32804/IRJMST ISSN - 2250 - 1959 (0) 2348 - 9367 (P)

THIS CERTIFIES THAT

AVNEET KAUR SONI

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

AN ANALYSIS ON THE RELATIONSHIP BETWEEN CELEBRITY ENDORSEMENTS AND BRANDS AND THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER'S BUYING BEHAVIOUR

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol - 4, Issue - 2 Sep, 2013



Editor in Chief















