Contents

	- Contents	Desa No
	Title	Page No.
į.	List of Tables	vii - xviii
ii.	List of Figures	xix
iii.	List of Plates	xx
CHAPTER		
1	DESIGN OF THE STUDY	1 – 38
II	HISTORY OF ADVERTISING – AN OVERVIEW	39 – 98
111	THE INFLUENCE OF ADVERTISING ON THE CONSUMERS OF TOILET SOAPS, DETERGENTS AND TOOTH PASTES - AN ANALYSIS	99 – 314
IV	FINDINGS, CONCLUSIONS, SUGGESTIONS AND RECOMMENDATIONS	315 – 378
APPENDICES		379 – 391
BIBLIOGRAPHY		392 - 412

