



# *Certificate of Publication*



This is to confirm that

Menika Pandey, Prakash Payasi, Dr.Awadh Pratap Shukla

Published following article

“Impact on Celebrity Endorsement on Consumer buying  
behavior with special Reference to soap and detergent  
industry”

Volume 2, Issue 6, pp: 102-108

[www.ijaem.net](http://www.ijaem.net)

**A Peer Reviewed Journal**

**International journal of Advances in Engineering  
and Management (IJAEM)**

**ISSN: 2395-5252**

**Publication Head**