



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 3.1145

Ref: CASIRJ/2017/A109257

DOI : [HTTPS://DOI.ORG/10.32804/CASIRJ](https://doi.org/10.32804/CASIRJ)

ISSN 2319 – 9202 (O)



THIS CERTIFIES THAT
DR. R. SRITHARAN
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
ROLE OF 4 PS OF MARKETING IN PURCHASE DECISION

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN
Vol – 8 , Issue – 8 Aug , 2017



Editor in Chief

