



## DECLARATION

The present Thesis is an original study and is based entirely on the work carried out by me under the guidance of Dr. Jayraj D. Jadeja.

The present work has neither been published in part or full nor has any degree been awarded to me for it either by this university or by any other university. I hereby also testify that the present work is not based on the work of any other person. In fact, to the best of the researcher's knowledge, there has been no publication or work on this topic.

Dr. Jayraj D. Jadeja  
Reader in Marketing  
Faculty of Management Studies  
The M. S. University of Baroda,  
Vadodara – 390 002.  
Research Guide

Hasmukh B. Patel  
Research Student

Date : 21/10/2004