



## DECLARATION

The present thesis is an original study and is based entirely on the work carried out by me under the guidance of Prof. (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.

Prof. (Dr.) Jayraj D. Jadeja  
Professor of Marketing,  
Faculty of Management Studies,  
The M. S. University of Baroda,  
VADODARA 390 002

RESEARCH GUIDE

Tanushri Banerjee

RESEARCH STUDENT