Declaration

I, Md. Chand Rashid, certify that the work embodied in this thesis is my own bonafide work carried out by me under the supervision of Dr. Harsh Purohit and co supervision of Dr. Balgopal Singh at Banasthali University. The matter embodied in this thesis has not been submitted for award of any other diploma, degree or fellowship.

I, hereby declare that the thesis entitled “The Consumer Buying Behavior towards Private Labels and National Brands with special reference to Men’s apparel in NCR region of Delhi” submitted for the Degree of Doctor of Philosophy is my original work. I have given credit to and referred to the researchers wherever their works have been cited in the text and the body of thesis.

(Md. Chand Rashid)

Place: New Delhi
Date: