DECLARATION

I, Smt. Rashmi D Mahajan, hereby declare that this thesis entitled “An Analysis of buying behavior of generation X and generation Y Customers towards purchase of selected House Hold Electrical Appliances: A study of the selected sales outlets in Pune City” is a bonafied work carried out by me, under the Guidance of Professor Dr. Rakesh Dholakia. All the facts and figures included in the thesis is a result of my own research and investigations including formal analysis, has not been previously formed the basis of award of any degree, diplomas, associate ship or other similar degrees or diplomas and the same has not been previously submitted to any examination of this University or any other University.

This declaration will hold good and in my wise belief with full Consciousness.

Date:

Place: Pune

Rashmi D. Mahajan