DECLARATION

I declare that the thesis entitled ‘A study of Consumer Perception towards Celebrity endorsement and its impact on brand building (A study with special focus on Teenagers in select cities of Gujarat) submitted by me for the degree of Doctor of Philosophy is the record of research work carried out by me during the period from December 2012 to July 2017 under the supervision of Dr. Jayaashish Sethi and this has not formed the basis for the award of any degree, diploma, associateship, fellowship, titles in this or any other University or other institution of higher learning.

I further declare that the material obtained from other sources has been duly acknowledged in the thesis. I shall be solely responsible for any plagiarism or other irregularities, if noticed in the thesis.

Signature of the Research Scholar : …………………………..Date: 5th May, 2018.

Name of Research Scholar: Gincy Jiju Mathew

Place : Gandhinagar