DECLARATION

I, Annam Alice K.A., Lecturer in Commerce, St. Teresa's College, Ernakulam hereby declare that this project entitled 'Influence of Media Advertisements on Consumer Behaviour in the Cochin Metropolitan Area' is a bonafide record of research work done by me during the course of research and that the thesis has not previously formed the basis for the award to me of any degree, diploma, associateship, fellowship or other similar title or recognition.

Cochin-11
29th July 2008

Annam Alice K.A.