Declaration

I declare that the conceptual framework of the thesis has been developed based on the detailed and through literature Review as shown in the bibliography section. I have quoted several statistics, notes, opinions, and other information directly from the various books, journals, periodicals, and other reference materials with clear mention of the source of the information in the footnote references.

Apart from these, all other opinions, hypothesis, remarks, inferences, analysis and interpretations in this thesis are my own and original creation.

Moreover, I also declare that for the work done in the thesis, entitled “Effects of Sales Promotions on Consumer Preferences & Brand Equity Perception” (With specific reference to FMCG Products) is a record of independent research work carried out by me under the supervision and guidance of Dr Sanjay J. Bhayani, Associate Professor, Department of Business Management, Saurashtra University, Rajkot.

This work has not been submitted for the award of any diploma, degree, associate ship or other similar title.

Place: Rajkot

Haresh B. Vaishnani

Date: