DECLARATION

I, Nagappa B Badiger, do hereby declare that this thesis entitled “Effectiveness Visual Merchandising: A Study of Visual Merchandising as a Promotional Tool in Advertising and Marketing Communication” A Thesis submitted to the University of Mysore for the Award of the Degree of Doctor of Philosophy in Communication and Journalism is a record of the original and independent research work done by me during 2005-12 under the supervision and guidance of Dr. R Kushal Kumar, Professor, Department of Mass Communication and Journalism, University of Mysore Manasagangotri, Mysore. This thesis is whole or part has not been provisionally submitted for any other Degree, Diploma, Associate ship, Fellowship or similar Degree of this or other University. Such material as has been obtained from other sources is duly acknowledged in this thesis.

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