DECLARATION

I declare that the thesis, “IMPACT OF CELEBRITY ENDORSEMENT ON BRAND BUILDING AND BUYING BEHAVIOUR OF CONSUMERS WITH SPECIAL REFERENCE TO KERALA STATE” is the result of a study originally carried out by me under the guidance and supervision of Dr. S. NEHRU, M.Com., M.Phil., BL., Ph.D., Principal&Associate Professor of Commerce, Mannar Thirumalai Naickar College, Madurai. This work has not been submitted earlier, in full or in part, any Degree, Diploma, Associateship, Fellowship or any other university.

I also declares that no part of the thesis is a reproduction from any other source published or unpublished, without acknowledgement.

Place:

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