

TELEVISION ADVERTISEMENTS TARGETING CHILDREN: ROLE & IMPACT OF CHILDREN IN INFLUENCING THE BUYING BEHAVIOUR OF PARENTS WITH FOCUS ON SPECIFIC PRODUCT CATEGORIES

Letter of Declaration

This is to certify that the thesis entitled **“Television Advertisements targeting Children: Role and Impact of Television Advertisements in Influencing the buying behavior of parents with focus on specific product categories”**, submitted by me to Banasthali Vidyapith, for the Degree of Doctor of Philosophy (Management) is a bonafide record of research work carried out by me under the supervision of Dr. Harsh Purohit. The contents of this thesis, in full or in parts, have not been submitted to any other Institute or University for the award of any degree or diploma.

Place: New Delhi
Date: June 30, 2014

(Anju Gulla)

Certificate

June 30, 2014

This is to certify that the research work titled **“Television Advertisements targeting Children: Role and Impact of Television Advertisements in Influencing the buying behavior of parents with focus on specific product categories”**, India’ submitted to Banasthali Vidyapith, Rajasthan, in partial fulfillment of the requirement for the award of the Degree of Doctor of Philosophy (Management) is a record of original research work done by Anju Gulla under my supervision and guidance and the thesis has not formed the basis for the award of any Degree/Diploma/Associate ship/Fellowship or similar title to any candidate of any university.

(Harsh Purohit)

Research Supervisor