DECLARATION

I, Radhamani Divakar, hereby declare that the thesis titled, “The Impact of Television Advertising on Food Habits: A Comparative Analysis between Urban and Rural Children in Goa” submitted to the Goa University, Goa, for the award of the degree of Doctor of Philosophy is the outcome of original and independent research work undertaken by me during the period 2011 to 2015. This study is carried out under the supervision and guidance of Prof. Guntur Anjana Raju, H.O.D, Department of Commerce, Goa University. It has not previously formed the basis for the award of any degree, diploma, or certificate of this or any other Universities. I have duly acknowledged all the sources used by me in the preparation of this thesis.

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