DECLARATION

I, Krishna Kumar K.M., do hereby declare that this thesis entitled Consumer Perception About Promotional Strategies Adopted by Marketers: A Study with Reference to Fast Moving Consumer Goods in Kerala is a bonafide record of the research work done by me under the guidance of Dr. K.P. Muraleedharan, Professor, Department of Commerce and Management Studies, University of Calicut. I further declare that this thesis has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title of recognition.

C.U. Campus,
Date: 19.04.2006.

KRISHNA KUMAR K.M.