DECLARATION

I, Satheesh Varma M hereby declare that this dissertation entitled “Thinking Style, Sensation Seeking, Self-concept and Motivational Needs as Moderators of Impact of Advertisements on Purchase Decision” is the outcome of my own study undertaken under the guidance of Dr. M.Y Manjula M.A, Ph.D., Professor & Head, Department of Post-graduate Studies and Research in Psychology, Shri Dharmasthala Manjunatheshwara College (Autonomous), Ujire -574 240, recognised Institution for Ph.D. Programme under Mangalore University, Karnataka, India.

It has not previously formed the basis for the award of any degree, diploma, or certificate of this Institute or of any other Institute or University. I have duly acknowledged all the sources used by me in the preparation of this thesis.

Date_________________                          Satheesh Varma M

Place: Ujire