DECLARATION

I, Shweta Noval, a research scholar in the Department of Commerce, Gauhati University, hereby declare that the thesis entitled, “A Study on Impact of Social and Emotional Appeal of Advertising on Consumer Perception” is the result of my own investigation. The thesis as a whole or part thereof was not submitted to this university or any other university for any research degree.

Place: Guwahati
Date: 21/12/2016

Shweta Noval