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DECLARATION

I, SHILPA GOPAL hereby declare that the thesis entitled “A COMPARATIVE STUDY ON THE CONSUMER BEHAVIOUR OF WORKING WOMEN AND HOMEMAKERS FOR THE READY-TO-EAT FOOD PRODUCTS IN SALEM CITY” submitted to Periyar University in partial fulfillment of the requirements for the award of the degree of Doctor of Philosophy in Management is a record of original research work carried out by me under the guidance and supervision of Dr.T.SARATHY, Assistant Professor Periyar Institute of Management Studies, Periyar University, Salem and that it has not formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar titles in this or any other University or Institution of higher learning.

Signature of Candidate.

Place:

Date: