Declaration

I hereby declare that the thesis entitled, "Impact of Organized and Unorganized Retailing on Consumer Buying Preference - A Study in Bangalore" is an authentic record of independent research work done under the guidance and supervision of Dr. H.N. Ramesh, Associate Professor and Chairman, Institute of Management Studies and Research, Kuvempu University, Jnana Sahyadri, Shankaraghatta, Shivamogga. This thesis is the result of my own efforts and has not been submitted earlier for the award of any degree, diploma, associateship, fellowship or any other similar title to any university or institution.

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