Declaration

I hereby declare that the thesis entitled "Branding in Modern Marketing - A Study of its Impact on Marketing of Consumer Products" is the record of a bonafide research carried out by me under the supervision and guidance of Dr. Bino Thomas, Associate Professor, Post Graduate Department of Commerce, Bishop Abraham Memorial College, Thuruthicad, Pathanamthitta District, at the Post Graduate Department of Commerce and Research Centre, St. Albert's College, Ernakulam. I further declare that this thesis has not previously formed the basis for the award of any other degree, diploma, associateship, fellowship or other similar title of recognition.

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