

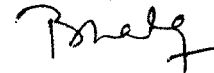
DECLARATION

I hereby declare that this dissertation entitled "Marketing of Tea - Study of Consumer Behaviour" is written by me and submitted to the Shivaji University, Kolhapur for the award of the degree of Master of Philosophy in Commerce. The present work is of original nature and the conclusions are based on intensive sample survey of customers visiting three tea retail outlets in Sangli and Miraj cities.

To the best of my knowledge, this work has not been submitted to any other University for the award of any Degree.

Place : Kolhapur

Date : 26/11/1988



(B. S. SHAH)