

DECLARATION


I hereby declare that the Dissertation entitled "A study of Consumer Behaviour with reference to Television Sets in Kolhapur City" is written by me and submitted to Shivaji University, Kolhapur for the award of the Degree of Master of Philosophy in Commerce and Management under the guidance of Dr. R.D. Biradar.

The present work is of original nature and the conclusions drawn are based on the primary data collected from appropriate sources.

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

KOLHAPUR,

DATE:


Aniruddha A. Kulkarni,
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