

DECLARATION

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I declare that the dissertation entitled “**Advertisement Effectiveness of Select FMCG Brands from Urban Customer Perspectives**” submitted by me for the degree of **Master of Philosophy (M.Phil)** is the record of work carried out by me during the period from August 2012 to July 2013 under the guidance of **Dr. (Mrs). P.SANTHI., M.com., M.Phil., Ph.D., Dip.Mgt.,Associate Professor, Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore- 641 043** and that this work has not formed the basis for the award of any degree, diploma, associate ship, fellowship, titles in this university or any other university or other similar institution of higher learning.

Handwritten signature in blue ink, followed by a horizontal line and the date 30/7/13.

Signature of the Candidate