

DECLARATION

I declare that the thesis entitled **PERSUASIVE MARKETING IN THE CONSUMER SOCIALIZATION PROCESS OF THE ADOLESCENT IN CHENNAI AND HYDERABAD – A COMPARATIVE STUDY**

Submitted by me for the degree of Doctor of Philosophy (PhD) is the record of work carried out by me during the period from December, 2009 to July, 2013 under the guidance of Dr.Y.Hari Prasad Reddy and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this University or any other University or other similar institution of Higher Learning.

July, 2013

Chennai

Signature of the Candidate

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**Chapter VII
Part B**



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