

DECLARATION

I hereby declare that this dissertation titled “**IMPACT OF SUBLIMINAL MESSAGES IN TV ADVERTISEMENTS ON CONSUMER BEHAVIOUR**”, *(A Case Study of Youth in Kashmir Province of J&K)*, is bonafide research work done by me under the supervision of Dr Fayaz Ahmad Nika, Associate Professor, Department of Management Studies, Central University of Kashmir. No part of this study has formed the basis for the award of any degree or fellowship previously. The material obtained from the secondary sources and used in dissertation has been duly acknowledged.

Dated :

Shakeel Ahmad Sofi