

## **CERTIFICATE**

This is to certify that **Anuj Shrivastava**, a student of **Master of Business Administration (MBA)**, a class of 2013, **Delhi School of Management**, Affiliated to **Delhi Technical University** (Bearing Enrolment No **2K13/MBA/13**, has worked on a project which is considered as a part of our 4<sup>th</sup> sem. He has worked under my guidance for the Project Title “consumer preference about different branded Shoes.” This project report is prepared in partial fulfillment of Master of Business Administration (MBA) to be awarded by Delhi Technical University, Delhi. To the best of my knowledge, this piece of work is original & no part of this report has been submitted by the student to any other Institute / University earlier.

Date

Mr. Vikas Gupta

## **ACKNOWLEDGEMENT**

The research on “**Effect of brand on consumer purchase decision**” has been given to me as part of the curriculum in 2-Years Master’s Degree in Business Administration. I have tried my best to present this information as clearly as possible using basic terms that I hope will be comprehended by the widest spectrum of researchers, analysts and students for further studies.

I have completed this study under the able guidance and supervision of Associate Prof. **Vikas Gupta**; I will be failed in my duty if I do not acknowledge the esteemed scholarly guidance, assistance and knowledge. I have received from them towards fruitful and timely completion of this work.

**Mere acknowledgement may not redeem the debt I owe to my parents for their direct/indirect support during the entire course of this project.**

**Anuj Shrivastava**

## DECLARATION

Hereby declare that the project report entitled “**Effect of brand on consumer purchase decision**” submitted for the degree of Master of Business Administration, is my original work and the project report has not formed the basis for the award of any diploma, degree, associate ship, fellowship or similar other titles. It has not been submitted to any other university or institution for the award of any degree or diploma.

Place:

Anuj Shrivastava

Date:

MBA-IV Sem

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