

DECLARATION

I, **MONIKA BORDIA D/O SHRI PRAKASH CHANDRA BORDIA** resident of, 16, Indrapuri, Near Manas Enclave, Bhuwana Bypass, Udaipur, 313001, hereby declare that the research work incorporated in the present thesis entitled **“PROGRESSIVE DIGITAL MARKETING AND APPAREL BUYING BEHAVIOR - A STUDY ON WOMEN CONSUMERS OF UDAIPUR CITY”** (प्रगतिशील डिजिटल मार्केटिंग और परिधान खरीद व्यवहार – उदयपुर शहर की महिला उपभोक्ताओं पर एक अध्ययन) is my original work. This work (in part or in full) has not been submitted to any University for the award or a Degree or a Diploma. I have properly acknowledged the material collected from secondary sources wherever required.

I solely own the responsibility for the originality of the entire content.

Signature of the Candidate

Date:

FACULTY OF COMMERCE & MANAGEMENT
PACIFIC ACADEMY OF HIGHER EDUCATION AND
RESEARCH UNIVERSITY, UDAIPUR

Prof. ANIL JAIN

Professor

CERTIFICATE

It gives me an immense pleasure in certifying that the thesis “**PROGRESSIVE DIGITAL MARKETING AND APPAREL BUYING BEHAVIOR - A STUDY ON WOMEN CONSUMERS OF UDAIPUR CITY**” (प्रगतिशील डिजिटल मार्केटिंग और परिधान खरीद व्यवहार – उदयपुर शहर की महिला उपभोक्ताओं पर एक अध्ययन) and submitted by **MONIKA BORDIA** is based on the research work carried out under my guidance. She has completed the following requirements as per Ph.D. regulations of the University;

- (i) Course work as per the university rules.
- (ii) Residential requirements of the university.
- (iii) Regularly presented Half Yearly Progress Report as prescribed by the university.
- (iv) Published / accepted minimum of two research paper in a refereed research journal.

I recommend the submission of thesis as prescribed/notified by the University.

Date:

Name and Designation of Supervisor

Prof. ANIL JAIN

Professor,
Pacific Academy of Higher Education
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I, **MONIKA BORDIA**, hereby declare that the Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, shall have the rights to preserve, use and disseminate this dissertation entitled “**PROGRESSIVE DIGITAL MARKETING AND APPAREL BUYING BEHAVIOR - A STUDY ON WOMEN CONSUMERS OF UDAIPUR CITY**” (प्रगतिशील डिजिटल मार्केटिंग और परिधान खरीद व्यवहार – उदयपुर शहर की महिला उपभोक्ताओं पर एक अध्ययन) in print or in electronic format for the academic / research purpose.

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DATE: -

MONIKA BORDIA