

## **DECLARATION**

I hereby declare that the thesis titled “Understanding the Antecedents to Luxury Buying Among Consumers of Gujarat” submitted for the Award of Doctor of Philosophy in Management at Faculty of Management Studies, The Maharaja Sayajirao University of Baroda, Vadodara, under the guidance of Prof. (Dr.) Jayrajsinh Jadeja is my original work and the thesis has not formed the basis for the award of any degree, associateship, fellowship or any other. The material borrowed from similar titles, other sources and incorporated in the thesis has been duly acknowledged. I understand that I could be held responsible and accountable for plagiarism, if any, detected later. The research papers published based on the research conducted out of the course of the study are also based on the study and not borrowed from other sources and are enclosed.

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