

Certificate of Originality

This is to certify that the thesis entitled “*An Empirical Study Of Measurement Of Brand Equities For Selected Consumer Durable vis-à-vis Non-Durable Products In Western Indian Rural Market*”, submitted by *Shringarpure Ruta Vivek* , Research Scholar to The Maharaja Sayajirao University of Baroda, Vadodara for the award of Degree of Doctor of Philosophy (Ph.D.) in Commerce and Business Management [Under UGC (Minimum Standard and procedure for Awards of M.Phil/Ph.D. Degree) Regulation, 2009] is, to the best of my knowledge, the bonafide work carried out by *Shringarpure Ruta Vivek* under my Supervision and Guidance. The matters presented in this thesis incorporate the results of independent investigation carried out by the Research Scholar herself.

Further certified that *Shringarpure Ruta Vivek*, Research Scholar, has fulfilled/observed the provisions/requirements, regarding attendance contained in O.Ph.D. 3 (i) of The Maharaja Sayajirao University of Baroda, Vadodara. She has also undertaken and completed course work of 15 credits under UGC (Minimum Standard and procedure for Awards of M.Phil/Ph.D. Degree) Regulation, 2009.

Date: 15/09/2022

Place: Vadodara

Dr. Umesh R. Dangarwala

Research Guide

Declaration

I, *Shringarpure Ruta Vivek* hereby declare that the entire work embodies in the thesis entitled “*An Empirical Study Of Measurement Of Brand Equities For Selected Consumer Durable vis-à-vis Non-Durable Products In Western Indian Rural Market*”, has been carried out by me under the Supervision and Guidance of *Dr. Umesh R. Dangarwala*, Head, Department of Commerce and Business Management and Vice Dean, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara for the award of the Degree of Doctor of Philosophy (Ph.D.) in Commerce and Business Management [under UGC (Minimum Standard and procedure for Awards of M.Phil/Ph.D. Degree) Regulation, 2009]. The matters presented in this thesis incorporate the results of independent investigation carried out by me. To the best of my knowledge, no part of this thesis has been submitted for any Degree or Diploma to The Maharaja Sayajirao University of Baroda or any other University/Institution in India or Abroad.

I also declare that I have fulfilled/observed the provisions/requirements, regarding attendance contained in O.Ph.D. 3 (i) of The Maharaja Sayajirao University of Baroda, Vadodara. I have also undertaken and completed course work of 15 credits under UGC (Minimum Standard and procedure for Awards of M.Phil/Ph.D. Degree) Regulation, 2009.

Date: 15/09/2022

Place: Vadodara

Shringarpure Ruta Vivek

Research Scholar



THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

C E R T I F I C A T E

Date of Registration: 02/11/2015

Registration No.: FOC/283

Certified that **Shringarpure Ruta Vivek** has registered the name as a post-graduate student of this University for the Degree of Ph.D. under the guidance of **Dr. U. R. Dangarwala** in Department of Commerce And Business Management in the Faculty of Commerce.

The title of the thesis is "AN EMPIRICAL STUDY OF MEASUREMENT OF BRAND EQUITIES FOR SELECTED CONSUMER DURABLE vis-a-vis NON-DURABLE PRODUCTS IN WESTERN INDIAN RURAL MARKET".

VADODARA
DATE: 02/11/2015


DY. REGISTRAR
(Academic)



THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

CERTIFICATE

[As per O.Ph.D. 2 under UGC (Minimum Standards and Procedure for Awards of M.Phil./Ph.D. Degree) Regulation, 2009 for 15 Credits to be earned by Ph.D. Scholars]

This is to certify that **Shringarpure Ruta Vivek**, Research Scholar, registered under UGC (Minimum Standards and Procedure for Awards of M.Phil./Ph.D. Degree) Regulation, 2009, vide Registration Certificate Number **283** dated **02/11/2015**, for pursuing Ph.D. on has undertaken and completed the course work with the Grade A.

STATEMENT OF CREDITS EARNED

Name of Research Scholar: **Shringarpure Ruta Vivek**

Faculty/Institution: Faculty of Commerce

Department: Department of Commerce and Business Management

Paper Number	Course Title	Course Credits	Grade Earned
Core Courses – 09 Credits [Offered at University Level]			
I.	Introduction to Research and Research Writing	3	A
II.	Quantitative Research Techniques	3	D
III.	Introduction to Basic Computer Functions and Applications for Research	3	A
Departmental Courses – 06 Credits [Offered at Departmental Level]			
IV.	Research in Commerce and Business Management : Course I (Review of Literature)	3	A
V.	Research in Commerce and Business Management : Course II (Research Methodology)	3	A
Overall Grade			A

UC : 12 – Batch II (130616 to 090716)

DC : 28 - 270719

FOC/283

Date of Issue: 05/08/2019

Place: Vadodara


Registrar (I/c.)

Certificate for Anti-Plagiarism

This is to certify that the Ph.D. thesis entitled “*An Empirical Study of Measurement of Brand Equities for Selected Consumer Durable vis-à-vis Non-Durable Products in Western Indian Rural Market*”, submitted by *Shringarpure Ruta Vivek* has been checked for anti-plagiarism test by “*Ouriginal by Turnitin*” software provided by The Maharaja Sayajirao University of Baroda, Vadodara. The similarity report is found to be **0%** via “Ouriginal by Turnitin” software which comes under the allowance notified range by the University Grants Commission. The research work has been carried out by Shringarpure Ruta Vivek under my supervision, Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara.

Dr. Umesh R. Dangarwala

Research Guide,

Department of Commerce and Business Management,

Faculty of Commerce,

The Maharaja Sayajirao University of Baroda, Vadodara

Date: 14/09/2022

Place: Vadodara