

Customer Perception and Motives Towards Counterfeit Products in Kerala

Thesis submitted to the

UNIVERSITY OF CALICUT

For the award of degree of

DOCTOR OF PHILOSOPHY IN COMMERCE

Under the Faculty of Commerce and Management Studies

By

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Under the Supervision of

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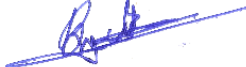
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This is to certify that, the thesis entitled '**Customer Perception and Motives Towards Counterfeit Products in Kerala**' is a record of the bonafide research work done by Ms. Jilna John, Part-time Research Scholar, under my supervision and guidance.

The thesis is the outcome of her original work and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or any other similar title and is worth submitting for the award of the Degree of Doctor of Philosophy in Commerce under the Faculty of Commerce and Management Studies, University of Calicut.

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This is to certify that the adjudicators of the Ph.D. thesis of Ms. Jilna John, entitled '**Customer Perception and Motives Towards Counterfeit Products in Kerala**' have not given any directions for corrections or suggestions for change in their reports. The contents of the CD are the same as in the hard copy.



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I hereby declare that this thesis entitled '**Customer Perception and Motives Towards Counterfeit Products in Kerala**', submitted to the University of Calicut, for the award of the Degree of Doctor of Philosophy in Commerce, is a record of the bonafide research work done by me under the supervision and guidance of Prof. (Dr.) Biju John M., Professor, Research and PG Department of Commerce, St. Thomas College (Autonomous), Thrissur. I also declare that, this thesis has not been formed the basis for the award of any degree, diploma, associateship, fellowship or any other title of recognition from any university or institution and to the best of my knowledge and belief, it contains no material previously published by any other person, except where due references are made in the text of the thesis.

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