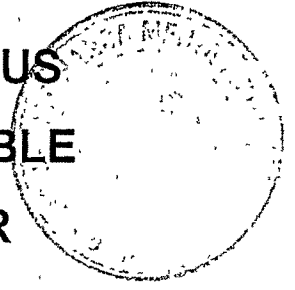


**“A COMPARATIVE ANALYSIS OF VARIOUS  
ATTRIBUTES OF FEW SELECTED DURABLE  
VIS-À-VIS NON-DURABLE CONSUMER  
PRODUCTS AND THEIR IMPACT ON  
BUYING DECISIONS.”**



**A Thesis Submitted to  
The Maharaja Sayajirao University of Baroda  
for  
The Award of the Degree of  
Doctor of Philosophy  
in Business Administration**

**By  
Gitesh S. Pandya**

**Under the guidance of  
Dr. Umesh R. Dangarwala**

**M.Com.(Busi.Admn.), M. Com.(Acct.)  
F.C.A., A.I.C.W.A., M.Phil., Ph.D.  
Reader,**

**Department of  
Commerce including Business Administration  
Faculty of Commerce  
The Maharaja Sayajirao University Of Baroda,  
Vadodara.**