

CERTIFICATE

Certified that the work incorporated in the thesis titled “AN EXPLORATORY STUDY OF SELECTED ASPECTS OF CONSUMER BEHAVIOUR ON RETAILING IN GUJARAT” submitted by Kameshvari Jitendra Bariya comprises the results of independent and original investigations carried out by the candidate under my supervision. The material obtained and used from other sources has been duly acknowledged in the thesis.

Place: Vadodara

Date:

Dr. Amit R. Pandya

Research Guide

Department of Commerce and
Business Management,
Faculty of Commerce,
The M. S. University of Vadodara,
Vadodara, Gujarat