

**PERCEPTUAL, MOTIVATIONAL AND PERSONALITY
VARIABLES AS PREDICTORS OF PRODUCT
PURCHASE BEHAVIOUR**



**A THESIS
SUBMITTED TO
THE M. S. UNIVERSITY OF BARODA
FOR THE DEGREE OF
Doctor of Philosophy
(PSYCHOLOGY)**

**BY
MARIAXAVIER**

**DEPARTMENT OF PSYCHOLOGY
FACULTY OF EDUCATION AND PSYCHOLOGY
THE M. S. UNIVERSITY OF BARODA
BARODA
MAY 1991**

P/Th

G 826