

THESIS ENTITLED

"A STUDY OF SHOPPING ORIENTATIONS AND STORE ATTRIBUTES ON PATRONAGE BEHAVIOUR OF SELECTED SHOPPERS IN THE STATE OF GUJARAT" SUBMITTED

То

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

for the

Award of

DEGREE OF DOCTOR OF PHILOSOPHY [Ph.D]

[Under UGC (Minimum Standards and Procedure for Award of M.Phil./P.Hd Degree) Regulations, 2009]

Under

FACULTY OF COMMERCE

in the

Subject of

'COMMERCE AND BUSINESS MANAGEMENT'

BY

MR. PARAG SUNIL SHUKLA

ASSISTANT PROFESSOR [CES] DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

RESEARCH GUIDE

PROFESSOR (DR.) PARIMAL H VYAS HONBLE VICE-CHANCELLOR DUAL PROFESSOR, FACULTY OF MANAGEMENT STUDIES & PROFESSOR OF COMMERCE & BUSINESS MANAGEMENT FACULTY OF COMMERCE & FORMER DEAN, FACULTY OF COMMERCE & FORMER HEAD OF THE DEPARTMENT DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT FACULTY OF COMMERCE THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA VADODARA-390 002

AUGUST-2017