

CERTIFICATE

THIS IS TO CERTIFY THAT THIS PH.D. THESIS ENTITLED **“A STUDY OF SHOPPING ORIENTATIONS AND STORE ATTRIBUTES ON PATRONAGE BEHAVIOUR OF SELECTED SHOPPERS IN THE STATE OF GUJARAT”** SUBMITTED BY MR. PARAG SUNIL SHUKLA TO THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA, VADODARA FOR THE AWARD OF DEGREE OF DOCTOR OF PHILOSOPHY IN COMMERCE AND BUSINESS MANAGEMENT IS TO THE BEST OF MY KNOWLEDGE, THE BONAFIDE WORK DONE BY MR. PARAG SUNIL SHUKLA UNDER MY SUPERVISION AND GUIDANCE.

THE RESEARCH WORK PRESENTED IN THIS THESIS INCORPORATES THE RESULTS OF THE INDEPENDENT & ORIGINAL INVESTIGATION CARRIED OUT BY THE CANDIDATE HIMSELF. THE MATERIAL THAT HAS BEEN OBTAINED AND USED FROM VARIOUS SECONDARY SOURCES HAS BEEN DULY ACKNOWLEDGED IN THIS THESIS AS THE CASE MAY BE.

FURTHER, IT IS CERTIFIED THAT MR. PARAG SUNIL SHUKLA, RESEARCH SCHOLAR, HAS FULFILLED/OBSERVED THE PROVISIONS/REQUIREMENTS, REGARDING ATTENDANCE CONTAINED IN O.P.H.D. 3(I).

PROFESSOR (DR.) PARIMAL H VYAS
[RESEARCH GUIDE]

DATE: 31ST AUGUST, 2017
PLACE: VADODARA