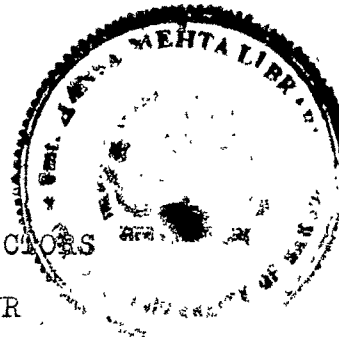


A STUDY MOTIVATIONAL AND PERSONALITY FACTORS
INFLUENCING CONSUMERS' BUYING BEHAVIOUR



THE THESIS
SUBMITTED TO THE
M. S. UNIVERSITY OF BARODA
FOR THE DEGREE OF

"DOCTOR OF PHILOSOPHY"
(Psychology)

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