Retail Format Choice Behavior for Reasoned Purchase: A Study of Consumer Durables

A thesis submitted for the Award of PhD degree of MOHANLAL SUKHADIA UNIVERSITY

in the

Faculty of Management

By **Anoop Kumar**



Under the supervision of

Dr. A.V. Shukla

Professor

Centre for Research Studies Birla Institute of Management Technology Greater Noida (U.P.)

FACULTY OF MANAGEMENT
MOHANLAL SUKHADIA UNIVERSITY
UDAIPUR (RAJ)

Year of Submission 2017