

Context effect in consumer decision making: Role of choice characteristic and individual factors

A Thesis submitted by
Sana Maidullah

in partial fulfillment of the requirements for the award of the degree of
Doctor of Philosophy



॥ त्वं ज्ञानमयो विद्वानमयोऽसि ॥

Indian Institute of Technology Jodhpur
Humanities & Social Sciences

August 2019

