

Declaration

I hereby declare that the work presented in this Thesis titled, "*Context effect in consumer decision making: Role of choice characteristic and individual factors*" submitted to the Indian Institute of technology Jodhpur in partial fulfillment of the requirement for the award of the degree of Doctor of philosophy, is a bonafide record of the research work carried out under the supervision of Dr. Ankita Sharma. The contents of this thesis in full or in parts, have not been submitted to, and will not be submitted by me to, any other institute or university in India or abroad for the award of any degree or diploma.

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