

Certificate

This is to certify that the thesis titled, "Context effect in consumer decision making: Role of choice characteristic and individual factors", submitted by Sana Maidullah (P14HS003) to the Indian Institute of Technology Jodhpur for the award of the degree of Doctor of Philosophy, is a bonafide record of the research work done by her under my supervision. To the best of my knowledge, the content of this report, in full or in parts, have not been submitted to any other Institute or University for the award of any degree or diploma.

Ankita Sharma

