

SRM UNIVERSITY, KATTANKULATHUR-603 203**BONAFIDE CERTIFICATE**

Certified that this thesis titled “**Culture Influence on Apparel Buying Behaviour: A Comparative Study of North and South India**” is the bonafide work of Mr. Atul Kumar who carried out the research under our supervision. Certified further, that to the best of our knowledge, the work reported here in does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion for this or any other candidate.

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