A STUDY ON INFLUENCE OF CHILDREN ON FAMILY BUYING WITH RESPECT TO SELECTED PRODUCTS IN GUJARAT STATE

A Thesis Submitted to
The Maharaja Sayajirao University of Baroda,
Vadodara, Gujarat.

In fulfilment of the requirements for the Degree of

DOCTOR OF PHILOSOPHY

In

COMMERCE AND BUSINESS MANAGEMENT

By

ANKUR DHIRUBHAI AMIN
Assistant Professor – Commerce and Management
S.G.M. English Medium College of Commerce and Management (SEMCOM)
Vallabhbhai Vidyanagar, Gujarat.

Under the Guidance of

DR. UMESH R. DANGARWALA
M.Com. (Bus. Admn.), M.Com. (Acct.),
FCA, AIICWA, M. Phil., Ph. D.
Associate Professor
Department of Commerce and Business Management
Faculty of Commerce
The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat.

August, 2012