

Impact of Consumer Perception
on Buying Behavior in Apparel Retail Sector,
with special reference to Selected Indian Cities

Thesis Submitted to the Padmashree Dr. D. Y. Patil University,
Department of Business Management
in partial fulfillment of the requirements for the award of the Degree of

DOCTOR OF PHILOSOPHY
in
BUSINESS MANAGEMENT

Submitted by
AMIT AGRAWAL
(Enrollment No. DYP-PhD-066100002)



Research Guide
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