## SUMMARY OF THE THESIS CONSUMER BUYING BEHAVIOUR WITH REGARD TO BRANDED AND TRADITIONAL JEWELLERY (WITH SPECIAL REFERENCE TO JAIPUR JEWELLERY MARKET)

Submitted for the award of the degree of

Doctor of Philosophy IN THE FACULTY OF COMMERCE & MANAGEMENT



## THE IIS UNIVERSITY, JAIPUR

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## DEPARTMENT OF COMMERCE 2013

## **TABLE OF CONTENTS**

S,N.	Contents	•
1.	Introduction	1
2.	Review of Literature	3
3.	Justification and Relevance of the study	7
4.	Objectives of the Study	8
5.	Hypothesis	9
6.	Description of the research work	9
7.	Findings and Conclusion	12
8	References	21
9.	Content of the Thesis	22
10	List of Publication	24