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I, Aditi Jain, certify that the work embodied in this Ph.D. thesis, entitled "***A Comparative Study Of Purchase Behaviour Of Organized And Unorganized Retail Customers In Rajasthan***" is my own bonafide work carried out by me under the supervision of Dr. Ruchi Jain, Sr. Asst. Professor and Head, Department of Business Studies of The IIS University for a period of two years from May, 2011 to May, 2013 from The IIS University, Jaipur. The matter embodied in this Ph.D. thesis has not been submitted for the award of any other degree/diploma.

I declare that I have faithfully acknowledged, given credit to and referred to the authors/research workers wherever their works have been cited in the text and the body of the thesis. I further certify that I have not willfully lifted up some other's work, para, text, data, results, figures etc. reported in the journals, books, magazines, reports, dissertations, thesis, etc., or available at web-sites and included them in this Ph.D. thesis and cited as my own work.

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**Dr. Ruchi Jain**

(Research Supervisor)

**Dr.Poonam Madan**

(Head of the department)



**DR. RUCHI JAIN**  
**SR. ASST. PROFESSOR & HEAD**  
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**Supervisors' Certificate**

This is to certify that the thesis, entitled "*A Comparative Study Of Purchase Behaviour Of Organized And Unorganized Retail Customers In Rajasthan*" submitted by Ms. Aditi Jain under my supervision, for the award of the Ph.D. degree in the Faculty of Commerce & Management, The IIS University, Jaipur, is an original piece of research work.

The thesis is satisfactory in literary presentation and also suitable for publication. The research work also evinces the capacity of the candidate for critical examination and independent judgment.

I also certify that the candidate has successfully completed the course work, Pre-submission seminar and other requirements for submission of thesis, including publication of one research paper in a referred journal of repute in the subject and has also fulfilled the residency requirements as per Clause VIII.3 of the Ph.D. By-Laws of the University.

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**Aditi Jain  
(Research Scholar)**

**Date :**  
**Place : Jaipur**

**Dr. Ruchi Jain  
(Research Supervisor)**

**CERTIFICATE FOR COMPLETION OF REQUIREMENTS AS PER THE IIS UNIVERISTY Ph.D. BYE-LAWS AND THE UGC (MINIMUM STANDARDS AND PROCEDURE FOR AWARD OF M.Phil./Ph.D. DEGREE) REGULATIONS, 2009**

This is to certify that Aditi Jain is a bonafide research scholar of Department of Management, registered for the Ph.D. degree vide University letter No. IISU/Ph.D./MGT./R.S.18/2011/4231 dated 31-05-2011 w.e.f 2-06-2011 under the Supervision of Dr. Ruchi Jain of Department of Commerce has satisfactorily completed all the requirements for the submission of thesis for the award of Ph.D. degree as per provisions of The IIS University Ph.D. Bye-laws and the UGC (Minimum standards and procedure for award of M.Phil./Ph.D. Degree), Regulations, 2009. She has successfully completed the course work and well defended the Research Plan Proposal Seminar and the Pre-submission seminar presented by her before the DRC/RPMC. She has also published 1 (one) research paper in refereed journals of repute, approved by the DRC.

**Head of the Department**

**Date:**

**Place: Jaipur**