

Declaration

I hereby declare that the work presented in this Thesis titled, "*Context effect in consumer decision making: Role of choice characteristic and individual factors*" submitted to the Indian Institute of technology Jodhpur in partial fulfillment of the requirement for the award of the degree of Doctor of philosophy, is a bonafide record of the research work carried out under the supervision of Dr. Ankita Sharma. The contents of this thesis in full or in parts, have not been submitted to, and will not be submitted by me to, any other institute or university in India or abroad for the award of any degree or diploma.

Sana Maidullah

Certificate

This is to certify that the thesis titled, "Context effect in consumer decision making: Role of choice characteristic and individual factors", submitted by Sana Maidullah (P14HS003) to the Indian Institute of Technology Jodhpur for the award of the degree of Doctor of Philosophy, is a bonafide record of the research work done by her under my supervision. To the best of my knowledge, the content of this report, in full or in parts, have not been submitted to any other Institute or University for the award of any degree or diploma.

Ankita Sharma

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Ph.D. Student

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List of Symbols

| <i>Symbol</i> | <i>Description</i> |
|---------------|---------------------|
| N | Number |
| V | Common attribute |
| W_{1-14} | Alignable attribute |
| X_{1-14} | Alignable attribute |
| Y_{1-14} | Alignable attribute |
| A-G | Non Alignable |
| χ^2 | Chi square |
| p | Significance value |
| B | Beta value |
| S. E | Standard error |
| $Exp(B)$ | Exponential beta |
| Sig. | Significance value |
| r | Correlation |
| F | Fisher's Exact Test |
| Df | Degree of freedom |

List of Abbreviations

| <i>Abbreviation</i> | <i>Full form</i> |
|---------------------|--|
| IAMAI | Internet & mobile Association of India |
| NDM | Naturalistic Decision Making |
| SEU | Subjected Expected Utility |
| ET | Exploratory Tendency |
| EBBT | Exploratory Buying Behavior Tendencies |
| SCP | Supply Chain Performance |
| OSL | Optimum Stimulation Level |
| SES | Socio Economic Status |
| BS | Brand Switching |
| RT | Risk Taking |
| INOV | Innovativeness |
| IC | Interpersonal Communication |
| ETS | Exploratory Through Shopping |
| IS | Information Seeking |
| EV | Expected Value |
| MAUT | Multi-Attribute Utility Theory |
| RPD | Recognized Prime Decision |
| SNS | Social networking sites |

