



Certificate

This is to certify that the thesis titled "THE EFFECT OF CONSUMER INVOLVEMENT AND ATTITUDE ON PURCHASING INTENTION FOR ORGANIC FOOD PRODUCTS – A DESCRIPTIVE STUDY IN SELECTED CITIES OF GUJARAT" has been prepared by Ms. Ashwini Joshi under my supervision and guidance. The thesis is her original work completed after careful research and investigation. The work of the thesis is of the standard expected of a candidate for Ph.D. Program in Management and I recommend that it be sent for evaluation.

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