

Exploring the Impact of product reviews on Consumer's Cognition in their Online Shopping Behaviour.

Dissertation

Submitted for the Degree of

MASTER OF ARTS

IN
PSYCHOLOGY



By

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Under the Supervision of

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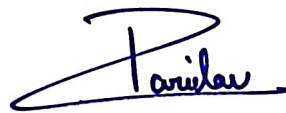
DECLARATION

I **PARILAV JAIN** declare that the Dissertation Report entitled "**Exploring the Impact of product reviews on Consumer's Cognition in their Online Shopping Behaviour**" is prepared by me and this is my Original and Bonafede's work and the report prepared therein is based on research by me during my Master of Art's in Psychology under the supervision of **Dr. Gyanesh Kumar Tiwari**, Assistant professor, Department of psychology, Dr. Harisingh Gour A Central University Sagar (M.P.).

I further declare that to the best of my knowledge and belief this work is not submitted to this or any other University for the award of any other Degree or equivalent courses.

Place: Sagar (M.P.)

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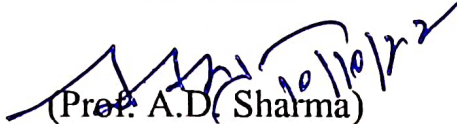
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