

# INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

*An Internationally Indexed Peer Reviewed & Refereed Journal*



Impact Factor\* : 3.7401

Ref:IRJMSH/2015/A103217

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT

**NILIMA DAS**

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**A STUDY ON DIFFERENT ATTRIBUTES CONTRIBUTE TOWARDS CONSUMER PURCHASE  
DECISION WITH SPECIAL REFERENCE TO ICE CREAM INDUSTRY**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 6 , Issue – 4 Apr , 2015



Editor in Chief

[www.IRJMSH.com](http://www.IRJMSH.com)



Computer Science Directory



# INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES

*An Internationally Indexed Peer Reviewed & Refereed Journal*



Impact Factor\* : 3.7401

Ref:IRJMSH/2015/A103217

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT

**KAUSTUVA HOTA**

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**A STUDY ON DIFFERENT ATTRIBUTES CONTRIBUTE TOWARDS CONSUMER PURCHASE  
DECISION WITH SPECIAL REFERENCE TO ICE CREAM INDUSTRY**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 6 , Issue – 4 Apr , 2015



Editor in Chief

[www.IRJMSH.com](http://www.IRJMSH.com)



Computer Science Directory

