ACKNOWLEDGEMENT

A great journey of learning experience was provided to me over the last few years in the path of research. I am greatly indebted to my research supervisor, Prof. Dr. D. Sudha Rani Ravindran, Professor and Division head-Marketing, PSG Institute of Management, Coimbatore, who provided the ABC (Awareness, Belongingness and Commitment) throughout. Without her guidance and support, this work would not have seen light.

My sincere thanks to Dr. R. Nandagopal, Director, PSG Institute of Management, Prof. Dr. R. Krishnaveni, Research coordinator and also to my doctoral committee member, Dr. S. Ramanathan for their guidance and support.

Thanks also to Prof. Dr. Anandakuttan. B. Unnithan, Faculty-Marketing area, IIM K and also to Dr. M.G.Sreekumar, Chief Librarian, IIM K for their constant support and guidance.

Wholehearted thanks to my better half, Prof. Soumya who stood by me during the process of research by teaching me to delve into the nuances of data analysis and also for providing her academic support.

My mother, Ms. M. S. Rajammal has always been a great source of support for me at times of happiness and distress. My sincere thanks to her.

My prostrations to the Supreme power for the light shown in my path.

I dedicate this humble work to the fond memory of my grand parents, late Sri. Moncompu. V. Subramoni Iyer and Smt. Bhagavathy Ammal and to my father, late Sri. S. Govindaraman who had remained as the key guidance forces in my career.

HARI SUNDAR, G.