Consumer Satisfaction in Automobile Industry: A Comparative Study between Iranian and Indian Consumers

THESIS
SUBMITTED TO THE UNIVERSITY OF MYSORE IN
FULFILMENT OF THE REQUIREMENT FOR THE DEGREE
OF DOCTOR OF PHILOSOPHY IN COMMERCE

By:

Hossein Miladian
Research Scholar
Department of Studies in Commerce
University of Mysore
Manasagangothri,
MYSORE – 570 006

Under the Guidance of

Dr. K. Nagendra Babu, M. Com., Ph. D.,
Senior lecturer in Commerce
Department of Studies in Commerce
Manasagangothri,
University of Mysore
MYSORE – 570 006

June 2009