ACKNOWLEDGEMENT

First and foremost, I would like to thank the “SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED” for giving me an opportunity to prepare my Dissertation on the topic of “A STUDY OF CONSUMER BEHAVIOUR IN SHOPPING MALLS WITH A SPECIAL REFERENCE TO MUMBAI REGION.”

I express my gratitude towards my Research Guide Dr. Shridhar M. Kolhe, for his valuable guidance that has helped me to prepare on such an informative and researchable topic. Head of Research centre Principal Dr. P. L. More and Head, Department of Commerce Dr. M. N. Sondege of D.S.M.’s Art, Commerce and Science College, Parbhani in completing this thesis within the stipulated period. I am also thankful to my Principal Dr. A. C. Vanjani, Ex-Head, Department of Accountancy C.A. S. D. Manghani and my present Head, Mr. Shrinivas R. Aiyar for their permission and kind co-operation in completing my research work.

I would like to express my deep sense of gratitude to Dr. Vijay M. Raut, Dr. Sandeep R. Sahu, Rajesh and my family members, students, library staff of the Swami Ramanand Teerth Marthwada University, Nanded, Research Centre – DSM College, Parbhani, University of Mumbai, Jinen and other peer members for their cooperation and invaluable support.

Finally, it is my foremost duty to thank the respondents, who helped me to complete my research work without them this thesis, would not have been possible.