ACKNOWLEDGEMENT

I offer my sincere thanks to **God Almighty** for enabling me to finish this Project successfully. The grace and the blessings of god have showered plentifully over me in all my initiatives during the endeavor and days to come. The divine grace was always guiding my conscience and showing me the right path and directing me to the right person whenever the situation demands so.

I am deeply grateful to Professor **Dr. B. SENTHIL ARASU**, Professor, Department of Management Studies, National Institute of Technology, Tiruchirapalli for his valuable guidance and for the encouragement given by him at every stage of preparing this dissertation. My sincere thanks are due to him for having consented to be my guide. I thank him profusely for his kindness and generosity. I am sure, that without his able and inspiring guidance, this dissertation would not have come out in its present shape. I thank him sincerely and whole heartedly for his constant and continuous encouragement in completing this dissertation.

I offer my sincere and whole hearted thanks to **Management** of Sri Vidya College of Engineering and Technology, Virudhunagar, for his support and selfless service during the entire period of this research.

I offer my sincere and whole hearted thanks to **Dr. B. Rajaram**, Assistant Professor, Department of Management Studies, Kalasalingam College of
Engineering and Technology, Krishnan Kovil, for his support and selfless service during the entire period of this research.

I am highly indebted to the authorities, Librarian and other Library staffs of Madurai Kamaraj University, The authorities of UGC info Center of Madurai Kamaraj University, for helping me in searching and gathering the required materials. This help influenced me in concentrating my thoughts and develop attention in my studies.

I am highly indebted to the Authorities, floor managers, floor staffs and other sales persons and his greatness customers and other staffs of all then stores. Their warmth and support has facilitated me a lot in quickly accessing and perusing the material available there. I should say that this was very much instrumental in inducing my thoughts and develop focus in my study.

I take this opportunity to thank them from the bottom of my heart to all respondents from various stores who has taken pain and spent time in offering me the required data.

Finally I am thankful to all the members of my family in particular who stood along with me during all the time of turbulence and roughness in my life, still pacifying and motivating me to pursue the research, that has resulted in the completion of the work.

J. JOHN IRUDAYA SUDHAKAR