PREFACE
The entire history of mankind is a quest for improvement in one's Quality of Life (QOL). It is, however, difficult to frame a universally acceptable definition of Quality of Life and especially to formulate any comprehensive indicators to measure or evaluate it.

The word 'Quality' suggests an assessment of value relative to some standard. There exists many objective conditions as well as subjective feelings. The assessment is commonly expressed in terms of levels of satisfaction and dissatisfaction. The word 'life' suggests a reference to the total human experience.

Quality of Life has different connotations. Broadly speaking, it refers to some characters, attributes, grade of goodness or excellence. The search for quality was initially concerned with the physical or material well-being. It progressively included the urge for psychological or mental well-being as well. That is, to attain a wholesome life through mental progress in order to unfold the latent potentialities.

According to the UNESCO Report 1977, "Quality of Life, is defined as a concept which covers all avenues of living, such as the material satisfaction of vital needs as well as transcendental avenues of life, like personal development, self realization etc." Many conceptual models, theories and measures have been developed to show what the Quality of Life is for an individual, a group, a community, or a society.

The present study views 'Quality of Life' at the level of the individual's overall satisfaction, as well as with the specific domains of life such as satisfaction with work life, family life, social life, civic amenities, satisfaction with material possessions and so on. The conceptual model posits that people divide their life into different domains, which are not completely independent but are separate enough to be identified and are related to life as a whole.
In the above perspective the present investigation is carried out with the following objectives:

- to make a comprehensive review of the literature on Quality of Life to gather a broad perspective and find out the possible influence of marketing on Quality of Life in India.

- to assess the subjective attainment of Quality of Life in the city of Calcutta, based on the opinion of people belonging to different socio-economic groups. In particular, to empirically assess the Quality of Life achieved at the community level in terms of satisfaction with family life, work life, social life, civic amenities and various other domains of life. The study examines the relationship between overall life satisfaction and different domains of life.

- to examine whether material possessions and acquisition affect the Quality of Life of the dwellers in the city of Calcutta. Also, to probe into the buying motives in the purchase of durables in order to indirectly assess whether people tend to project distinctiveness when they buy some durable goods.

While pursuing this research study, I was fortunate to receive cooperation, encouragement and constructive criticism from a large number of people. Though I can not name all of them, but I shall remember their contributions and would remain grateful to each one. Nevertheless, I take the privilege of mentioning a few names here.

First, I must express my profound gratitude to Dr. Snehangshu Kumar Dasgupta, the supervisor of the present doctoral dissertation, and Head, Department of Applied Psychology, Calcutta University, whose unstinted support, encouragement and dedicated guidance were invaluable in carrying out this study. Since the inception of this work he remained my mentor in spirit and action.
I benefitted greatly from the knowledge transmitted by my respectful teachers, especially Professor Sukumar Bose, Professor Tarit Kumar Chatterjee, Professor J.M.Mandal, Dr. N.K.Bhattacharya, Dr. A.K.Chatterjee of the Department of Applied Psychology, University of Calcutta, who have so kindly advised me and shared their wisdom throughout this work, in spite of their busy academic and administrative involvements.

My special thanks to Professor A Chatteijee, Indian Institute of Technology Kharagpur and Professor Ramanuj Majumdar, Indian Institute of Management Calcutta, for their contribution of numerous significant ideas. They were most helpful in conveying to me how to present the diverse research literature on the chosen theme and in the organisation of the field survey. I am immensely indebted to Dr. Sisir Kumar Das, Research Professor, The Asiatic Society, Calcutta and Sri Mukesh Dhondiyal of the Blackstone Group of India and Sri Nabin Ray, Formerly of Union Carbide who took the pains to meticulously edit and review the manuscript.

I like to record my humble and sincere thread of gratitude to Dr. Subir Chowdhury, Director and Sri Ashok Mukhopadhyay, Librarian of the Indian Institute of Management Calcutta, British Council and State Planning Board for allowing me to make use of their Library facilities.

I would like to record my deep appreciation to Mr. Sumit Kumar Bardhan, Wipro System Limited for his expertise lent in analysing the data with the help of various softwares of statistical techniques and graphics packages.

I am deeply moved by the unstinted cooperation received from numerous respondents when I approached them for data collection. I wish to thank the students of Calcutta and Jadavpur University, IIM Calcutta who participated in the focus group session doing the pre-test of the questionnaire.
My appreciation is extended to Mr. Gopinath Banerjee, Mr. Rana Mathew for typing this manuscript. I am pleased to have professional support of Mr. Rangarajan, LOGS and thank him for his outstanding creativity shown on the final printing of the manuscript.

Finally, I must express my gratitude to Srimat Saumyendra Nath Brahmacharya, Acharya, Dev Sangha and my spiritual master who lit up the zeal in me to this doctoral study. Above all, the blessings of almighty God who gave me the courage and conviction to embark on this mission.

While admitting the unforeseen lacunae that may remain here, I am humbly submitting this dissertation to the learned examiners for their wise opinion and valuable criticism, which would not only provide me a comprehensive horizon, but would also enrich my vision to make further probe in this topic of research.

Dated: May, 1996

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