Comparative Analysis of Luxury Automobiles Purchases in Karnataka: With the View of Product Differentiation and Perceived Value

Thesis Submitted to the University of Mysore, Mysore

In Fulfillment of the Requirement for the Award of the Degree of

DOCTOR OF PHILOSOPHY

IN

ECONOMICS

By

SEYED SADEGH VASEFI
Department of Studies in Economics
University of Mysore

Under the Guidance of

Dr. M.G. Basava Raja
Professor of Economics and Hon’ Director
Gandhi Bhavan
University of Mysore

THROUGH THE CHAIRPERSON
DEPARTMENT OF STUDIES IN ECONOMICS AND COOPERATION
MANASAGANGOTRI, UNIVERSITY OF MYSORE
MYSORE-570006

May – 2014