ACKNOWLEDGEMENT

As a mature individual, professional person and above all a firm believer in the powers and blessings of the **ALMIGHTY GOD**, I quote here a stanza from a prayer recited by Param Baghavadiya Pujya Shri. Amba Sheth of Ghadhali, Gujarat (a disciple of Lord Swaminarayan), during the times of Lord Shree Swaminarayan who holds the supreme power as a performer / doer of all the work.

"Tari Marji Vina to Kasu Thay Nahe,  
Ek Taranu Tara Vina Todaya Nahe,  
Tame Karta Bano Ghanshyamji,  
To Puri Thay Mari Ham Ji"

I firmly believe that it is Lord who has done this gigantic task as he is 'Karta – The Doer' of everything and whose wishes run supreme to any action or happening in the known and unknown spheres of universe. I certainly feel blessed that my sincere, often heart touching and tear-some prayers have been answered by HIS presence which I feel was more pertinent during my long hours of work. I personally attribute it as a single point source from whom I have drawn inspiration from.

In pursuing my Ph.D. and developing this thesis, I have received contributions, help, and support from a number of friends, associates, scholars, researchers, organizations and my students. Even though, I wish to express my sincere thanks to all of them, bottles of ink and pages would go scarce. However, I would express my sincere gratitude and appreciation to all of them.

The Great Chanakya one's said that "a teacher is one under who's lap both creation and destruction are nurtured". I have in here a Guru in the form of a guide **Prof. (Dr.) H. J. Jani** (Director, G. H. Patel Post Graduate Institute of Management, MBA Programme, Sardar Patel University, V.V.Nagar) who has been shaping my life since the start of my academic career. It's been long when the seeds were first laid. I feel I have learned and developed many a things under his influence. I with all sincerity bow and prostate to him and express my gratitude for his scholarly, inspiring, incessant, painstaking efforts and patronage.
In spite of his many responsibilities and other commitments, he has helped me at all the odd times to accomplish this research successfully. His affectionate and friendly behaviour as to one expressed to a family member, has actually paved way for my smooth, high-level academic interaction with him.

I express my sincere thanks to Prof. (Dr.) J. S. Panwar, Ex-Head, G. H. Patel Post Graduate Institute of Management (MBA Programme), Sardar Patel University, V.V.Nagar for his kind cooperation and moral support and making open to use all available resources of the department for the purpose of the study. I express my special thanks to Dr. Rajnikant P. Patel for providing me with timely inputs and helping me overcome the teething problems. I am thankful to other faculty members and staff members of the G.H. Patel Post Graduate Institute of Business Management and Staff member of Sardar Patel University for their continuous help and support.

My salutations to the parent organization - Shree Charotar Moti Sattavis Patidar Kelavani Mandal (SCMSPKM), Anand and Indukaka Ipcowala Institute of Management (I²IM), constituent of Charotar University of Science and Technology (CHARUSAT), Education Campus – Changa.

"Fruits of the Tress can be bored only when its seeds are sowed and after a long wait too!" I take this opportunity to pay my heartfelt tributes to the Mandal's Torch Bearer and my inspirer Late Dr. K. C. Patel. I express my sincere thanks to the Stellar Team of Kelavani Mandal and Shri. Surendra Patel, President, Charusat, Dr. M. C. Patel, Provost, Charusat, and Shri. B. I. Patel, Vice-President, SCMSPKM for bestowing their faith in me and allowing me to undertake this research work.

I express my deepest sense of gratitude to the Board of Management, SCMSPKM and Charusat; President and members of the Governing Body of I²IM for their vision, foresighted approach and commitment for faculty development and growth and issuing a 'No Objection Certificate' and permitting me for the same. I sincerely thank Mr. Devang Joshi, Registrar, Charusat for all his help and moral support extended for the same.
I express my sincere thanks to Prof. G. Krishnamurthi, Principal, I²IM who quite often would address me with a prefix – ‘Dr.’ and on my factual correction would bless me to be one some time! I thank him for providing continuous cooperation and moral support. I have always felt humbled by his best wishes.

"The essence of Bhagavat Gita lies in man’s devotion to work and service to mankind. If this is ensured, rest all follows." I found it true in Dr. H. C. Trivedi, Former Vice-Chancellor, Bhavnagar University, Bhavnagar and Ex-Head & Prof., Department of Chemistry, Sardar Patel University, V.V.Nagar. His selfless help has not only removed many obstacles from my path but has also given new meaning to my life as a whole. I with full respects accept his love, blessings and best wishes.

"Learning is a life-long phenomenon and academic strength can be developed through persistence, hard-work and the right attitude". I express my thanks to Prof. Itamar Simonson, Faculty, Stanford Graduate School of Business, United States of America (USA) for sharing his experiences on the topic of consumer buying behaviour in general and Microwave Ovens in particular.

I thank the Chair FDP Prof. Manjari Singh, Indian Institute of Management, Ahmedabad for providing guidance in SPSS software during my stay at 30th FDP at IIMA last year. The academic inputs provided by her in areas of research have certainly helped me to strengthen and build on my research knowledge and aptitude.

"Teachers’ shape and save life. The effect is more so when teachers’ train teachers who in turn guide the citizens of the country." I with full respect and in an ecstasy of delight feel honoured by the ‘words of wisdom’ and ‘ocean of knowledge’ showered and poured on me by the galaxy of learned Faculty Members of IIMA. I thank all the faculty members and 30th FDP course instructors for nurturing in me the required skills, considered essential for being a good researcher.
I express my profound gratitude to all my colleagues at I²IM for their caring and passionate attitude shown towards me. I thank all the respondents who readily agreed to my request for being researched and helped me in successful completion of my embarked tasks.

I express my sincere thanks to all the office staff and members of the library (at I²IM & IIMA) for their tireless support and helping attitude. I sincerely acknowledge the co-operation and encouragement extended by all in the system and those outside it for the successful completion of this research work.

My personal thanks to my friend Dr. Raju Rathod and students who all were ready to render me every type of help required at different stages of my research work.

I feel indebted to my respected parents for providing their continuous inspiration and motivation to complete this research work. I certainly feel that person’s first Guru is his/her Mother. And it was her blessings only that kept me going. My father has always supported and applauded my academic efforts constantly. Being the youngest child of my parents and living in an extended family, I feel more privileged than others as I am being nurtured and supported by one and all.

I thank my sisters Ms. Darshana R Dave & Ms. Leena A Dave for their prayers and kind support, my brother-in-laws Mr. Rajesh V Dave & Mr. Ajaydip J Dave for listening to me when I needed the most and for their sense of appreciation of my genuine efforts and work. I also thank my brother Mr. Rakesh B Dave and his family for ensuring support during times of necessity. Words are poor substitutes to express my thanks to my nieces and nephew. They too have shown empathy and have remained considerate when needed.

My beloved wife Ms. Mona had been helpful and considerate to me throughout my research work. “Children are innocent and Innocence is loved by Lord.” I have felt the divine presence of the almighty whenever my young daughter Miss. Urmi (Aaishu) has prayed for my success and goodwill.
Sentiments from the core of the heart, when translated into words, seldom convey what one truly wishes to express for encouragement and support provided to me by all the friends and relatives. No formal words can fully convey my thanks to them.

The incredible help offered by the rest of the persons whose names could not be mentioned is incomparable and deserve the highest degree of appreciation. I am highly obliged to all the persons who helped me **visibly or invisibly** for the successful completion of this Ph. D work.

Date : May 06, 2010
Place: Vallabh Vidyanagar

Govind B Dave