Acknowledgements

"Guru Brahma. Guru Vishnu, Guru Devo Maheshvaray;
Guru Shakshat Param Bhrama, Tasmai shri Gurudevo namah."

Keeping in mind, the great Indian tradition that Guru is even higher placed than Govind-God, I at the very outset would like to express my heartfelt and sincerest gratitude to Shri J. S. Panwar sir, my Guru and my PhD guide. Truly a great academician and a role model for several students like me. I am grateful to him for the simple reason that I learned the ABC of Marketing and academics from him. I was his student during my MBA degree years. His genuine concern for students and the quality education has left a deep impression on minds of all of us. The beauty of his character is his behavior speaks of his values. I owe him a lot for I am guided by him at all levels of my research. Besides of being an excellent Guide and supervisor, Panwar Sir has always been a Guru and a good friend to me. I am really glad that I have come to get know Panwar Sir in my life. For I have imbibed his values as an academician. I would like to thank him for always being there for guidance and help.

This thesis is a journey of four years, during which I have been accompanied and supported by many people. It is a pleasant aspect that I have now the opportunity to express my gratitude for all of them. I want to thank all my student-managers spread across Gujarat who helped me out with consumer data collection. I thank you all.

I am also thankful to all the respondents, retailers and their staff who helped me by way of providing with important data for filling up my questionnaires.

I express my deep sense of gratitude to my family and my late parents, who would surely feel proud up there on my achievement. I love you all. Doing PhD is a sacred task and I am happy that I took it up. My wife Tanya and my little baby girl Juhi were my great source of inspiration. They provided all the love and support during completion of this work. Birth of Juhi during second year was the best and most fulfilling experience of our life.

Khuman rathod
June 22, 2006
Patan.