DECLARATION

I hereby declare that this thesis entitled “EXPLORING MARKETING STRATEGIES AND CUSTOMER SATISFACTION: A COMPARATIVE STUDY OF AURANGABAD AND PUNE CITY” has been written by me and submitted to the Dr. Babasaheb Ambedkar Marathwada University, Aurangabad for the award of Degree of Doctor of Philosophy in the Faculty of Commerce. I further declare that the work is genuine and original and has not been previously submitted to any other university.

Place: Aurangabad                                         Mohan W. Phule
Date: March 2012.                                         Research Scholar