ACKNOWLEDGEMENT

I would like to express my sincere gratitude and immense respect to my mentor; teachers and friends for their excellent guidance, humanity who made this project a success.

I must express my deep gratitude to Dr. Rajesh S. Shinde, Associate Professor, Swami Ramanand Teerth Marathwada University, Nanded, sub-center Latur for his strenuous efforts, constant encouragement and skillful guidance. It is his enthusiasm and integral view on research combined with his keenness to provide quality research. He guided me the art of research, through gentle behavior, and uninviting supervision, constructive criticism throughout the investigation. I express my gratitude for his painstaking efforts in preparation of this thesis. It is a pleasure to record of my respectful thanks to his family members for their constant kind attitude during the progress of the work.

I am deeply grateful to my beloved teacher Principal Jeevan Desai who has contributed a lot for me. He has extended constant inspiration in my life to achieve higher goals.

I want to express my respectful gratitude to Prof. Dinkar Borikar, President, S.B. Education Society, Aurangabad and Dr. Ashok Bhalerao, General Secretary for their encouragement.
I am also thankful to Dr. J.S. Khairnar, Principal and Dr. Makarand Paithankar, Vice Principal, S. B. E. S. College of Arts and Commerce for the help and support provided by them during this project.

I wish to acknowledge the support and co-operation of Dr. B.A.M. University teachers Dr. Shivaji Madan, M.C. Member, Dr. Kalyan Laghane Dean – Commerce and Management facility, Dr. M.A. Lokhande, Head Deptt. of Commerce, Dr. Walmik Sarode, Director Student Welfare.

I am also thankful to Dr. Sayeed Azaruddin, Dr. Nandkumar Rathi, Dr. Veena Humbe for their valuable guidance during the thesis preparation.

This is also my opportunity to express special thanks to Dr. Abhijit Shelke, Director, Deptt. of Management Science for his cheerful help and guidance.

The work would not have been completed without technical guidance. I express my sincere love to my son Er. Tushar who has provided me technical knowledge of automobile and enhanced my practical knowledge about automobile industry.

This study has been made possible mainly because of the spontaneous help and advice that I got from Mr. Yogesh Zaveri of Y.Z. Ford and Mr. Arvind Pathak of Car-Care, Aurangabad. My thanks are due to Mr. Anilkumar Baste, Asstt. R.T.O. Aurangabad Division, for his hospitality and kind support in acquiring the facts and figures.
I am deeply grateful to my senior friends Mr. Laxman Ubale, Ex. E.C. Member, Dr. B.A.M. University and Mr. Balaji Ubale, Ex. Lecturer, S.B. Arts and Commerce College for their constant inspiration and encouragement.

I would like to acknowledge my deep sense of gratitude to Dr. Pramod Deo, Mr. Hemchandra Deshmukh, Smt. Purnima Desai, S. B E. S. Arts and Commerce College, Aurangabad who gave me information, hospitality and encouragement.

I would like to express my sincere gratitude and immense respect to my mother Smt. Vimal and my mother in law Smt. Leelatai Deolankar who have contributed and sacrificed a lot for me to accomplish this stage and will always remain a sole source of inspiration to achieve higher goals.

My deepest gratitude is reserved for my spouse Mrs. Revati, for her patience and understanding. I am very grateful for. Without her constant help, care, loving nature and support, completion of the thesis would not have been easier. Additional energy and vitality for this research was also provided through love and cheerfulness of my younger son Adv. Abhijeet and my daughter in law Mrs. Ruchita.

I am thankful to Mr. Pravin Bhale and Mr. Subodh Tathod for their valuable support in managing the computer related issues during the thesis preparation.

I am grateful, too, for the great response from so many car dealers and customers in Pune and Aurangabad cities. They were not only most generous
in sharing the work, but they also have been perceptive in expressing their ideas and feelings.

Many regards to my all friends and family members for their constant support and blessings.

Mohan W. Phule