ACKNOWLEDGEMENTS

I deem it a great pleasure to express my deep sense of gratitude and thanks to my Guide and Supervisor Dr. P. KALIYAPERUMAL, M.Com., B.Ed., Ph.D., Professor and Head, Department of PG Studies and Research in Commerce, Presidency College (Autonomous), Madras - 5 for his meticulous guidance, valuable assistance, creative counselling and warm friendship throughout the study period to complete my research work.

My sincere thanks are due to Dr. R. RAJARAMAN, M.Sc., Ph.D., Former Principal and Dr. C. VIOLA DEVAPAKKIAM, M.Sc., Ph.D., Principal, Presidency College (Autonomous), Madras - 5 who have given me permission for doing research work in the college.

I owe my special debt of gratitude to Dr. M.O. MATHEW, M.Com., (Hons.) Ph.D., Professor and Head (Rtd.), Department of Commerce, Annamalai University, Annamalai Nagar - 608 002, for his encouragement and valuable suggestions.

It is my duty to express my gratitude to my Research Advisory Committee member Dr. R. RAJKUMAR, M.Com., Ph.D., Professor and Head, Department of Commerce, Madras Christian College, for his encouragement in the completion of my research work.

I extend my thanks to Prof. V. SAMINATHAN, M.Com., H.D.C., D.C.M., Prof. P. KATTIMUTHU, M.Com., M.Phil., Prof. M.S. VEMPU, M.Com., M.Phil., and Prof. G.P. RAMAN, M.Com., M.Phil., B.L., Department of PG Studies and Research in
Commerce, Presidency College (Autonomous), Madras for their advices in the completion of the research work.

My hearty thanks are due to Dr. BALASUBRAMANIAN, M.Sc., Ph.D., Lecturer, Department of Statistics, Manonmaniam Sundaranar University, Thirunelveli, for his unstinted co-operation in processing the statistical data.

I am very much thankful to Dr. M.KARUNAKARUDU, M.Com., M.Phil., Ph.D. Professor of Commerce, Sir Thiagaraya College, Madras - 21, Mr. SUNDARARAMAN, M.Com., Lecturer, Department of Commerce, Sri Sankara Arts and Science College, Kanchipuram, and Mr. T. SIVALINGAM, M.Com., M.Phil., Professor of Commerce, Nandhanam Arts College, Madras and Dr. V. MURUGAN, M.A., Ph.D., Dr. V.H.BHASKARAN, M.A., Ph.D., Dr. P.GOPALAKRISHNA KURUP, M.A., Ph.D. and Mr. M. PRABAKARAN, M.A., M.Phil., Professors of English, Presidency College, Madras - 5 and Mr. P.M. SHERRIFFUDDIN, M.Com., M.Phil., Professor and Head, Department of Corporate Secretayship, Presidency College, Madras - 5 for their immense help and suggestions at every stage of this research work.

It is my right and responsibility to thank my father Mr. P. NATARAJAN, mother Mrs. N.RANGANAYAGI and my brothers, Mr. N.KANDASAMY and Mr. N.PAVADAIP whose financial assistance, encouragements, kind advices and constant supports have shaped my career.

I express my thanks to Dr. D.AMARCHAND, M.Com., M.Litt., LL.B., Ph.D., Dr.N.P.SRINIVASAN, M.Com., M.Phil., Ph.D., Dr. R.RANGANATHAN, M.Com., Ph.D., Department of Commerce, University of Madras, Madras-5 for their help, initiative and encouragement in the completion of this work.
I am glad to record my sincere thanks to Prof. MANUBHAI SHAH, Managing Trustee and Mr. SARAF, Legal Department of Consumer Education and Research Centre, Ahmedabad, Mr. R. DESIKAN, President of Federation of Consumer Organisation of Tamil Nadu; Justice S. A. KADER, President of State Consumer Commission, Madras, Mr. SAMINATHAN, Commissioner and Mr. MURALI, Superintendent, Consumer Protection and Civil Supplies, Madras, Mr. J. F. PANDYA, Indian Institute of Management, Ahmedabad and Mr. K. K. CHUG, Officer of Technical Section, MRTP Commission, New Delhi for their kind help in supplying the necessary information and data and invaluable suggestions and advices to improve the quality of this research work.

I wish to record my thanks to the Consumers who have promptly responded to my questionnaires, to the Research Scholars of Department of PG Studies and Research in Commerce, Presidency College (Autonomous), Madras-5, to my friends and well-wishers who have helped me in all possible ways for the completion of this work.

I thank M/s. STUDENT XEROX CENTRE, for having typed this work in time with much care and interest.

Finally, I express my special gratitude to LORD VINAYAGA and MURUGA for THEIR blessings for the completion of this research work.

Madras - 600 005
5th November, 1993

(N. THANGAVEL)