ACKNOWLEDGEMENT

The study of Consumer’s Behaviour could have been drab and distracting but for my resilience and perseverance, together with friends’ and scholars’ support and their invaluable timely guidance which I constantly received during my involvement in this study. Strangely, new vistas opened before me as I proceeded with the study. Nevertheless, there have been some vulnerable moments of anxiety when I realised that the work was a stupendous one. At such moments, all kinds of help came like a deluge—lots of books, lots of observations, lots of encouragement and my work became bearable and easier.

I have to thank a number of persons who helped me during this difficult voyage of mine. To start with, I express my sense of gratitude to my supervisor Prof. (Dr.) Shalina Mehta of Department of Anthropology, Punjab University, Chandigarh, a person of great erudition, for her extremely useful guidance, unfailing support and constant encouragement throughout my research work. Special thanks are also due to the former Vice-Chancellor of Punjab University, Prof. K.N. Pathak and Present Vice-Chancellor Prof. R.C. Sohi.

The congenial atmosphere for research work at Govt. Home Science College, Chandigarh was provided by Dr. Sukhversha Narula, Principal & the Chairperson and Dr. Ushar Dhillon, former Principal & Chairperson for Encouragement and timely support at the initial stages of carrying out research.
I am particularly grateful to Dr. P. Seetharaman, Head of Family Resource Department, Institute of Home Economics, Delhi University for sowing the seed in my mind to pursue Ph.D. Had she not shown me the way at every step of difficulty I would not have travelled so far throughout my study.

I am indebted to all my colleagues of Department of Clothing and Textiles, Govt. Home Science College, Chandigarh their constant support, expert guidance and moral encouragement at every block I tumbled.

My sincere thanks and gratitude are due to Dr. Anupam Bawa, University Business School, Panjab University for her expert guidance and cooperation.

I gratefully acknowledge the unstinting support and cooperation extended by Dr. Vihha Sinha, Dr. (Mrs.) Nivi Kumar, Dr. Sunita Patnayak, Prof. R.P. Chaddah, Dr. Vinod Kumar, Dr. Jagdish Mehta, Dr. Rakesh Sehgal, Mrs. Shruti Marriya, Dr. Saswati Ghosh, Dr. Sarita Jain, Prof. Kiranjot Kaur and Mr. Vikas Thakur.

My interaction with the participants in workshop, proved to be a boon to me. Among the participants, there were shopkeepers and consumers who spared their valuable time. I consider it my duty to say special thanks to the shopkeepers who willingly parted with tremendous information regarding purchase behaviour of the buyers.

My thanks are due to Mr. Sanjay Tanwar for analysing the data, Mr. Sunil Sharma and Mr. Vinay Kaushal for typing this voluminous thesis, perfectly.
My sincere thanks and gratitude to all those who directly or indirectly were involved and helped me to undertake this thesis.

Blessing and moral support of my father Sh. A.N. Kapur have always been a motivating force for me. He always stood by me whenever I faced any problem.

I am greatly beholden to my sons, Jagrit and Meet for showing patience and helping me despite their own pressing engagements. And last but not the least, my gratitude is due to my dear husband Mr. Subash Chander Marriya, who had been a continuing source of inspiration and without whose care and consideration, I could never have been able to complete this thesis. He stood by me as a tower of strength and confidence.

Dated: 15 January, 2007

(Kavita Kapur)