ACKNOWLEDGEMENTS

I wish to place on record the wholehearted support and encouragement I have received from many quarters in carrying out my study.

I express my deep sense of gratitude to my guide Dr. J.S. Panwar, Prof. (Marketing Area), G. H. Patel Post Graduate Institute of Business Management, Sardar Patel University, Vallabh Vidyanagar under whose able supervision and guidance; I could accomplish this research work. I am greatly indebted to him for his interest, valuable suggestions, prompt response, sincere encouragement and patience shown during the course of my study.

I would like to thank Prof. R. K. Prabhakar, Prof. H. J. Jani, Dr. R. P. Patel and Dr. P. K. Priyan for their support and encouragement. I must express my gratitude to my colleague Dr, Yogesh Joshi who took keen interest in seeing the progress of my research to its final stage.

I owe my sincere thanks to my respondents, doctors and chemists who made this study possible through their positive response to the questionnaire. I would like to thank Ms Meghna Mehta (Ranbaxy Lab.), Mr. Jayneel Jade (Zydus,Cadila), Dr. Manish Sidhpuria (North Gujarat University) and Mr. Dharmendra Sharma for extending help to me in sourcing the data.

I am also grateful to Ms Heena and Mr. Mahesh Mittal for extending me help unhesitatingly whenever needed in ensuring elegant presentation of this report. I am also thankful to Bharat Bhai and Mr. Vipul Joshi for undertaking the difficult task of producing the first draft.

I want to acknowledge with great respect my loving parents for their affection, encouragement, support and blessings without which this study would not have been completed. My heartfelt gratitude goes to my in laws for their patience, care and blessings. Mr. Satish Pandya, my husband and Geet, my son proved to be a constant source of encouragement and assistance throughout the long periods I spend in collecting and organizing the relevant material and thereafter while writing this thesis. I am indebted to both of them for their faith, hope, and love.

Equally importantly, I must express my gratitude to the authors of numerous books and articles, which helped me gain deeper insights into the subject, many of whom I have quoted at the end.

DARSHANA DAVE