

Acknowledgement

With the end of the journey of research work it is my immense pleasure to thank major contributors to my study. I sincerely thank my guide **Prof. K. Muralidharan**, Professor, Department of Statistics, Faculty of Science, The Maharaja Sayajirao University of Baroda for his constant guidance and encouragement. His persistent support in my research work as well as in all the other logistical arrangement whenever I visit Baroda is exemplary. I would like to acknowledge **Prof. V.A. Kalamkar**, Head, Department of Statistics, Faculty of Science, The Maharaja Sayajirao University of Baroda for providing necessary facilities at the department. I would like to express my deepest gratitude to my friend **Khimya Tinani**, Teaching Assistant professor, Department of Statistics, Faculty of Science, The Maharaja Sayajirao University of Baroda. My friend who made my Baroda stays like home and helped me throughout my work. I would also like to thank all the admin staff of Department of Statistics for their timely support.

A special thanks goes to **Mr Bhautik Sheth**, Founder, iVIPANAN Digital marketing service, Surat for his able guidance in the field of marketing. Many thanks to **Ms Divya Raval**, Founder, Divine Voyage Club, Trip Advisor, Surat for trusting me to manage marketing function of the company. I have to appreciate **Mr Taniwala Murtaza**, Founder, Universal Techies, Surat for developing DVC website.

I am grateful to **Prof Kiran Pandya**, Head, Department of Human Resource Development, Veer Narmad South Gujarat University, Surat for his support and my all the colleagues at the department for their constant encouragement during my research work.

This work would not have been possible without unshakable support of my family members. I would like to thank mom-dad, bhai-bhabhi and yes my grandfather who laid foundation of our academic pedigree.

Last but not the least I thank my teachers and students for their cheers and encouragement.

Neha Raval