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The typing has been done efficiently and in good time by Mr. B.D. Mistry, whose characteristic mode of presentation adorns many Ph.D. theses submitted to the M.S. University of Baroda so far.

Finally I should make a very special mention of my husband and children for the patience and understanding they showed during the four years of my research work. My husband contributed to the execution of the work substantially by taking care of a lot of tedious work thus

making the whole venture more a pleasure than a job.

The work is offered with the humble hope that in spite of its blemishes it would fill a lacuna in Indian Consumption Studies and also provoke other researchers to more ambitious work on the consumption behaviour and the economics of consumption of the powerful affluent segment of the society.

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Mrs. Kamala Srinivasan
