

*Certificate from the Supervisor*

This is to certify that the thesis entitled *Word of Mouth Effectiveness: A Study in Urban Settings of Assam* submitted to the School of Management Sciences, Tezpur University in partial fulfillment for the award of the degree of Doctor of Philosophy in Management is a record of research work carried out by Mr. Sandeep Kumar Singh under my supervision and guidance.

All help received by him from various sources have been duly acknowledged.

No part of this thesis has been submitted elsewhere for award of any other degree.

**Date:** November 26, 2020

**Place:** Tezpur

Mrinmoy Kumar Sarma  
Professor,  
Dept. of Business Administration,  
School of Management Sciences,  
Tezpur University.