

DECLARATION

I, Upakul Sarmah, Research Scholar in the Department of Business Administration, School of Management Sciences of Tezpur University, Assam, hereby declare that this research work titled “**Segmenting Urban Indian Online Shoppers Based on Their Preference towards Electronic Service Quality**” is a bona fide work carried out by me under the supervision of Prof. Mrinmoy K. Sarma. This work has not been submitted elsewhere for any other purpose.

Date: 24 August, 2015

Sd/-

(Upakul Sarmah)

Registration No. 057 of 2010

(Revised on 04/02/2016 and 06/06/2016)