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*Certificate from the Supervisor*

This is to certify that the Thesis entitled *Segmenting Urban Indian Online Shoppers Based on Their Preference towards Electronic Service Quality* submitted to the Department of Business Administration under the School of Management Sciences, Tezpur University in part fulfillment of the requirement for the award of the Degree of Doctor of Philosophy in Management is a record of research work carried out by **Mr Upakul Sarmah** under my supervision and guidance.

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

No part of this Thesis has been submitted elsewhere for award of any other Degree/Diploma.

Sd/-

Dated, Tezpur, the 24<sup>th</sup> of August, 2015

(**Mrinmoy K Sarma**)

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