

Statement of Authorship

I hereby declare that this submission titled 'Store Loyalty Behavior of Urban Shoppers: A Comparative Study between Organized and Unorganized Retail' is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of universities or other institutes of higher learning, except where due acknowledgment has been made in the text.

Place: University of North Bengal

Date: 05/12/2014

Shuvendu Dey
(Shuvendu Dey)