



DEPARTMENT OF COMMERCE  
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**To Whom It May Concern**

This is to certify that the PhD Thesis titled 'Store Loyalty Behavior of Urban Shoppers: A Comparative Study between Organized and Unorganized Retail' is an original work carried out by Mr. Shuvendu Dey under my guidance and no part of this work has been presented for any other degree, diploma, fellowship or other similar titles.

Place: University of North Bengal

Date: 08.12.2014

*Debasis Bhattacharya*  
(Dr. Debasis Bhattacharya)

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