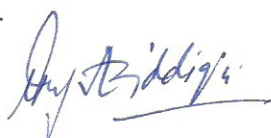


DECLARATION

I declare that the thesis titled **“Traversing E-Commerce in India: An Empirical Study Explicating the Enigma of Satisfaction Loyalty Paradigm in E-Tailing focusing Generation-Y Customers in Lucknow, Uttar Pradesh, India”** has been prepared by me under the supervision of **Dr. M. S. Khan**, Associate Professor, Head, Department of Rural Management, School for Business Studies, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow. No part of this thesis has been previously submitted in part or full for the award of any degree or diploma to this or any other university.

Further I declare that all the matter presented by me in this thesis is original research work and use of another’s work is duly acknowledged in the correct way at the relevant places. I also declare that my research work is free from all essential plagiarism.



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