



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 5.3632

Ref: CASIRJ/2018/A106308

DOI : [HTTPS://DOI.ORG/10.32804/CASIRJ](https://doi.org/10.32804/CASIRJ)

ISSN 2319 – 9202 (O)

THIS CERTIFIES THAT

DR. P. K. ABDUSSALAM

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

INFLUENCE OF CELEBRITY ATTRIBUTES ON CONSUMERS' BUYING BEHAVIOUR

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 9 , Issue – 1 Jan , 2018



Editor in Chief





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ISSN 2319 – 9202 (O)

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