



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 6.893

Ref: CASIRJ/2021/A1013496

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

ISSN 2319 – 9202 (O)

THIS CERTIFIES THAT

NEERA PAL

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BEHAVIOR IN RETAIL INDUSTRY

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 12 , Issue – 11 Nov , 2021



Editor in Chief

