



# INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

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THIS CERTIFIES THAT  
**SOMESH KAASHYAP**

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON  
**A STUDY OF FACTORS TRIGGERING IMPULSIVE BUYING BEHAVIOR AMONG INDIAN  
CONSUMERS & THEIR IMPACT ON AVERAGE ORDER VALUE ACROSS PLATFORMS**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN  
Vol – 17 , Issue – 3 Mar , 2026



Editor in Chief





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