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EIIRJ

ISSN-2277- 8721

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ISSN 2277-8721, Volume-XIV, Issues-XV, March – April 2026, Impact Factor: 8.549

A STUDY ON IMPACT OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF CONSUMER

The Editor in chief and The Editorial Board appreciate the Intellectual Contribution of the author/co-author.

Pramila Thokale
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