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## Certificate

*It is here by certified that the paper ID : IJRASET13585, entitled*

*A Study of Efficacy of Digital Marketing on Consumer Purchase Behavior in  
Allahabad District*

*by*

*Mayank Kumar Rai*

*after review is found suitable and has been published in  
Volume 6, Issue II, February 2018*

*in*

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*By [Signature]*

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