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## *Certificate*

*It is here by certified that the paper ID : IJRASET82988, entitled  
A Study on the Impact of Personalization Strategies on Consumer Buying Behaviour in E-  
Commerce*

*by  
Dr. N. Balachandran*

*after review is found suitable and has been published in  
Volume 14, Issue V, May 2026*

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*Good luck for your future endeavors*

*By [Signature]*

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