



ISSN No. : 2321-9653

# IJRASET

**International Journal for Research in Applied  
Science & Engineering Technology**

IJRASET is indexed with Crossref for DOI-DOI : 10.22214

Website : [www.ijraset.com](http://www.ijraset.com), E-mail : [ijraset@gmail.com](mailto:ijraset@gmail.com)

## Certificate

*It is here by certified that the paper ID : IJRASET73677, entitled  
**Ephemeral Advertising and Consumer Engagement: The Impact of Short-Lived  
Digital Ads on Purchase Intentions in Gen Z***

*by*

***Rachana Neel Shah***

*after review is found suitable and has been published in  
Volume 13, Issue VIII, August 2025*

*in*

*International Journal for Research in Applied Science &  
Engineering Technology*

*(International Peer Reviewed and Refereed Journal)*

*Good luck for your future endeavors*

*By [Signature]*

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