



ISSN No. : 2321-9653

iJRASET

International Journal for Research in Applied
Science & Engineering Technology

iJRASET is indexed with Crossref for DOI-DOI : 10.22214

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Impact of Influencer Marketing and User-Generated Content on Millennials' Purchase Decisions

by

Javin Kohli

*after review is found suitable and has been published in
Volume 12, Issue IV, April 2024*

in

*International Journal for Research in Applied Science &
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doi 10.22214/IJRASET
cross ref



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by

Dr. Rajeev Gupta

after review is found suitable and has been published in

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