

IJRASET

International Journal for Research in Applied Science & Engineering Technology

IJRASET is indexed with Crossref for DOI-DOI: 10.22214

Website: www.ijraset.com, E-mail: ijraset@gmail.com



It is here by certified that the paper ID: IJRASET61376, entitled

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 & Engineering Technology
(International Peer Reviewed and Refereed Journal)

Good luck for your future endeavors

SRA

ISRA Journal Impact Factor: **7.429**









Py Line Editor in Chief, iJRASET



RASET

International Journal for Research in Applied Science & Engineering Technology

IJRASET is indexed with Crossref for DOI-DOI: 10.22214

Website: www.ijraset.com, E-mail: ijraset@gmail.com



It is here by certified that the paper ID: IJRASET61376, entitled

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

by Dr. Rajeev Gupta

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

in

International Journal for Research in Applied Science & Engineering Technology
(International Peer Reviewed and Refereed Journal)

Good luck for your future endeavors



ISRA Journal Impact Factor: **7.429**









By were

Editor in Chief, iJRASET