



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, E-mail : ijraset@gmail.com

Certificate

It is here by certified that the paper ID : IJRASET74715, entitled

The Dual-Edged Sword: Social Media's Impact on Consumer Attitudes and Brand Loyalty in the Digital Age

by

Simon Suwanzy Dzreke

*after review is found suitable and has been published in
Volume 13, Issue X, October 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]

Editor in Chief, iJRASET

JISRA
F

ISRA Journal Impact
Factor: 7.429

45.98
INDEX COPERNICUS

THOMSON REUTERS
Researcher ID: N-9681-2016

doi 10.22214/iJRASET
cross ref

Scopus
TOGETHER WE REACH THE GOAL
SJIF 7.429



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, E-mail : ijraset@gmail.com

Certificate

It is here by certified that the paper ID : IJRASET74715, entitled

The Dual-Edged Sword: Social Media's Impact on Consumer Attitudes and Brand Loyalty in the Digital Age

by

Semefa Elikplim Dzreke

*after review is found suitable and has been published in
Volume 13, Issue X, October 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]

Editor in Chief, iJRASET

JISRA
F

ISRA Journal Impact
Factor: 7.429