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Jewel Anna Reji

In recognition of the publication of the paper entitled

**From Skeptics to Buyers: How Influencer Authenticity and Relatability Drive Purchase Decisions
Among Gen-Z**

Published in Volume 11 Issue 1, January-2026, | Impact Factor: 9.15 by Google Scholar

Co-Authors - Navya K, Vinayak S Nair, Harsh Kataruka



Paper ID - IJSDR2601022
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