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Anubhab Kuila

In recognition of the publication of the paper entitled
**Beyond Endorsement: Exploring the Subconscious Influence of Sports Athletes on Consumer
Buying Behaviour**

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

Co-Authors - Gayathri Arun, Franklin Benny Sarath D, Shaik Gousul Azam, Dr. Sundari R

Paper ID - IJSDR2601081
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