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**Varsha Paramesh**

In recognition of the publication of the paper entitled  
**The Influence of Functional, Emotional, Symbolic, and Indulgence Attributes on Consumer Brand Perception: A Comparative Study of Zudio and Max**

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

Co-Authors - Neelesh B, Vairaprasana V, Saksham Sharma



Paper ID - IJSDR2601077  
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