International Journal of Scientific Development and Research
IJSDR.ORG | ISSN : 2455-2631
An International Open Access, Peer-reviewed, Refereed Journal

Ref No : IJSDR / Vol 11 / Issue 1 / 077

To,
Varsha Paramesh

Subject: Publication of paper at International Journal of Scientific Development and Research.

Dear Author,

With Greetings we are informing you that your paper has been successfully published in the International Journal of Scientific Development and Research (ISSN: 2455-2631). Following are the details regarding the published paper.

About IJSDR	:	ISSN Approved - International Scholarly open access, Peer-reviewed, and Refereed Journal, Impact Factor: 9.15, (Calculate by google scholar and Semantic Scholar | AI-Powered Research Tool), Multidisciplinary, Monthly, Online, Print Journal, Indexing in all major database & Metadata, Citation Generator, Digital Object Identifier(DOI)
Registration ID	:	IJSDR_ 306890
Paper ID	:	IJSDR2601077
Title of Paper	:	The Influence of Functional, Emotional, Symbolic, and Indulgence Attributes on Consumer Brand Perception: A Comparative Study of Zudio and Max
Impact Factor	:	9.15 (Calculate by Google Scholar) | License by Creative Common 3.0
DOI	:	
Published in	:	Volume 11 | Issue 1 | January-2026
Page No	:	a704-a717
Published URL	:	https://ijsdr.org/viewpaperforall.php?paper=IJSDR2601077
Authors	:	Varsha Paramesh, Neelesh B, Vairaprasana V, Saksham Sharma

Thank you very much for publishing your article in IJSDR.

Editor In Chief
International Journal of Scientific Development and Research
(ISSN: 2455-2631)