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UGC ID - 48312

Impact Factor\*: 6.8416 Ref:IRJMSH/2019/A107746

DOI: HTTPS://DOI.ORG/10.32804/IRJMSH ISSN 2277 – 9809 (0) 2348 - 9359 (P)

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MR.M.GUNASEKARAN

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

THE INFLUENCE OF CULTURAL FACTORS ON CONSUMER BUYING BEHAVIOR

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN Vol – 10, Issue – 4 Apr., 2019



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