

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT
SOCIOLOGY & HUMANITIES

An Internationally Indexed Peer Reviewed & Refereed Journal



UGC ID - 48312

Impact Factor* : 7.8012

Ref:IRJMSH/2022/A1014213

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (O) 2348 - 9359 (P)

THIS CERTIFIES THAT

SHRUTI THAKRAL

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**RELATION OF INTEGRATED MARKETING COMMUNICATIONS APPROCH ON CONSUMER
BEHAVIOUR IN FMCG SECTOR IN REFERENCE TO PERSONAL CARE PRODUCTS**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 13 , Issue – 4 Apr , 2022



Editor in Chief

www.IRJMSH.com



Computer Science Directory

