



National Press Associates

CERTIFICATE OF PUBLICATION

This is awarded to

Y. Kanaka Durga, K. Rohith, P. Yashveer, S. Akif

For Publication of Paper Titled

**A STUDY ON IMPACT OF SOCIAL MEDIA ANALYTICS ON
CONSUMER BUYING BEHAVIOR: A SYSTEMATIC REVIEW AND
INTEGRATIVE ANALYSIS**

For National Research Journal Titled

“National Research Journal of Sales and Marketing Management”

Peer Reviewed Refereed Research Journal

Volume-12, Issue No: 2. Year: 2025 (July-December)

ISSN: 2349-512X

Impact Factor: 6.95



Publisher



Website:
www.npajournals.org