



National Press Associates

# CERTIFICATE OF PUBLICATION

This is awarded to

**Yashu, Krishan Gopal**

For Publication of Paper Titled

**UNDERSTANDING THE MOTIVATIONAL DRIVERS FOR READING  
ONLINE REVIEWS AMONG GEN Z: A FACTOR ANALYTIC APPROACH**

For National Research Journal Titled

**“National Research Journal of Sales and Marketing Management”**

Peer Reviewed Refereed Research Journal

Volume-12, Issue No: 1. Year: 2025 (January-June)

ISSN: 2349-512X

Impact Factor: 6.95



Publisher



Website:  
[www.npajournals.org](http://www.npajournals.org)