

## CERTIFICATE OF PUBLICATION

This is awarded to

## Neeru Jain, Ruchi Jain & Rakhi Tanwar

For Publication of Paper Titled

## BRAND DESIRE VS. AUTHENTICITY: WHY CONSUMERS CHOOSE COUNTERFEIT LUXURY HANDBAGS

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** 

