



National Press Associates

# CERTIFICATE OF PUBLICATION

This is awarded to

**Mamta Sambyal, Navpreet Kaur, Krishan Gopal**

For Publication of Paper Titled

**A STUDY ON IMPACT OF SOCIAL MEDIA INFLUENCER  
CHARACTERISTICS ON CONSUMER PURCHASE INTENTION:  
A SEM APPROACH**

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