

Certificate of Publication

This is to certify that paper titled **“EFFECTIVENESS OF CELEBRITY ENDORSEMENT ON BUYING BEHAVIOUR OF FEMALE COLLEGE STUDENTS”** authored by **Amit Kumar Pahwa, Dept. of Mass Communication, Dr. B.R. Ambedkar Govt (PG) College, Jagdishpura (Kaithal);** has been published in Volume I Issue I (April to June 2023) of online International Journal of Social Sciences Insights (quarterly) which is published by N.K. Publishing.

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