



National Press Associates

CERTIFICATE OF PUBLICATION

This is awarded to

Yashu Garg, Navpreet Kaur & Krishan Gopal

For Publication of Paper Titled

**IMPACT OF ONLINE REVIEW CHARACTERISTICS ON GEN Z
CONSUMER'S PURCHASE INTENTION: THE MEDIATING ROLE
OF TRUST**

For National Research Journal Titled

“National Research Journal of Business Economics”

Peer Reviewed Refereed Research Journal

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

ISSN: 2349-2015 Impact Factor: 6.74



Publisher



Website:
www.npajournals.org