



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 5.3632

Ref: CASIRJ/2018/A106468

DOI : [HTTPS://DOI.ORG/10.32804/CASIRJ](https://doi.org/10.32804/CASIRJ)

ISSN 2319 – 9202 (O)



THIS CERTIFIES THAT
ANIRUDH PANDIT
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**CONSUMER PURCHASE BEHAVIOR TOWARDS FMCG SECTOR: A STUDY OF SELECTED FOOD
PRODUCTS IN PUNJAB**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 9 , Issue – 1 Jan , 2018



Editor in Chief

