

## INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

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DR. ARUL R

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

IMPACT OF HUMOR ADVERTISING ON CONSUMER PURCHASE DECISION IN KARAIKUDI TOWN

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN Vol - 10, Issue - 1 Jan, 2019







**Editor in Chief** 















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