



ISSN -P-2455-0515
E-2394-8450

*Multidisciplinary Scholarly Research Association, India
Aarhat Journals and Aarhat Publications*

ERJ

Educreator Research Journal
Multidisciplinary Peer Reviewed Refereed Journal

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This is to certify that, Mr./Ms./Mrs./Dr.

Ms. Florency D'souza

has contributed a paper as author/ co-author to Educreator Research Journal (ERJ),

ISSN P-2455-0515 E-2394-8450, Volume-XIII, Issues-II, March – April 2026, Impact Factor: 8.327

***A COMPARATIVE STUDY OF THE FACTOR INFLUENCING BUYING BEHAVIOUR OF GEN Z AND
GEN X WITH SPECIAL REFERENCE TO ORGANIC PRODUCTS***

The Editor in chief and The Editorial Board appreciate the Intellectual Contribution of the author/ co-author.

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