



National Press Associates

CERTIFICATE OF PUBLICATION

This is awarded to

Venugopal H S

For Publication of Paper Titled

**E-COMMERCE ADOPTION AND ITS INFLUENCE ON
CHANGING CONSUMER BUYING BEHAVIOUR: AN EMPIRICAL
STUDY OF CONSUMERS IN MADIKERI CITY IN KODAGU
DISTRICT**

For National Research Journal Titled

“Nehru School Management Journal (NSMJ) ”

Peer Reviewed Refereed Research Journal

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

ISSN: 2349-4883 Impact Factor: 7.54



Publisher



Website:
www.npajournals.org