



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

*An International Open Access, Peer-reviewed, Refereed Journal*

The Board of  
International Journal of Creative Research Thoughts  
Is hereby awarding this certificate to

**Mrs. K. Pavithra**

In recognition of the publication of the paper entitled  
**COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOR OF GOLD &  
GOLD JEWELLERY BETWEEN RURAL & URBAN AREA OF COIMBATORE  
DISTRICT**

Published In IJCRT ( [www.ijert.org](http://www.ijert.org) ) & 7.97 Impact Factor by Google Scholar

Volume 10 Issue 5 May 2022 , Date of Publication: 17-May-2022

UGC Approved Journal No: 49023 (18)

PAPER ID : IJCRT2205461

Registration ID : 220072

Scholarly open access journals, Peer-reviewed, and Refereed Journals, Impact factor 7.97 (Calculate by google scholar and Semantic Scholar | AI-Powered Research Tool) , Multidisciplinary, Monthly Journal



  
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