



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

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**A Study on Influential Marketing; As an Emerging Tool Among Youth in  
Ottappalam Taluk**

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

Volume 12 Issue 6 June 2024 , Date of Publication: 22-June-2024

UGC Approved Journal No: 49023 (18)

PAPER ID : IJCRT2406821

Registration ID : 264323

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**Dr. Vinitha A S**

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