



International Journal of Business and Management Invention

e-ISSN: 2319 – 8028 p-ISSN: 2319 – 801X

CERTIFICATE

It is certify that the paper entitled by “Analyzing the Effect of Source Credibility on Cosmetic Product Choice: A Study on YouTube Makeup Videos” has been published in International Journal of Business and Management Invention (IJBMI).

Your article has been published with following details:

Author's Name: Ayesha AHMED, Ilkay KARADUMAN
Journal Name: International Journal of Business and Management Invention (IJBMI)
Journal Web: www.ijbmi.org
Journal Type: Online & Offline
Review Type: Peer Review Refereed
Publication Year: 2021
Publication Month: January
Vol No.: 10
Issue No.: 01



Editor-In-Chief
International Journal of Business and Management Invention (IJBMI)
E-mail ID: ijbmi@invmails.com
Web: www.ijbmi.org

IJBMI is Peer Reviewed Refereed Journal Approved by UGC

UGC Approval Serial Number: 4485 & UGC Journal Number: 46889