



International Journal of Current Microbiology and Applied Sciences (IJCMAS)

ISSN: 2319-7692 (Print) ISSN 2319-7706 (Online)

An International, Monthly, Online, Free Access, Peer Reviewed, Indexed, Scientific Research Journal

CERTIFICATE OF PUBLICATION

This is to certify that the following article reviewed by editorial board and published in

International Journal of Current Microbiology and Applied Sciences (IJCMAS) ISSN: 2319-7692 (Print) ISSN 2319-7706 (Online).

Int.J.Curr.Microbiol.App.Sci.2020.9.(8):3290-3296

<https://doi.org/10.20546/ijcmas.2020.908.376>

A Study on Consumer Purchasing Behavior towards Herbal Products using Theory of Planned Behavior (TPB)

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International Journal of Current Microbiology and Applied Sciences

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