



# INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) | IJRAR.ORG

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E-ISSN: 2348-1269, P-ISSN: 2349-5138

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**Generative AI-Driven Personalization and Sustainable Consumer Behaviour Among Millennials in Fashion E-commerce**

Published In IJRAR ( www.ijrar.org ) UGC Approved - Journal No : 43602 & 7.17 Impact Factor

Volume 13 Issue 3 July 2026, Date of Publication: 03-July-2026

PAPER ID : IJRAR26C1001

Registration ID : 337129



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**INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS | IJRAR**

*An International Scholarly, Open Access, Multi-disciplinary, Indexed Journal*

**Website: www.ijrar.org | Email: editor@ijrar.org | ESTD: 2014**

Manage By: IJPUBLICATION Website: www.ijrar.org | Email ID: editor@ijrar.org



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E-ISSN: 2348-1269, P-ISSN: 2349-5138

The Board of  
International Journal of Research and Analytical Reviews (IJRAR)  
Is hereby awarding this certificate to

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