



Fear of Missing Out and Its Impact on Shopping Motivation and Impulsive Buying Among Gen Z Consumers

Iqbal Ahmad¹ & Dr. Akhilesh Chandra Pandey²

¹Research Scholar, Department of Commerce and Business Administration, University of Allahabad (A Central University), Prayagraj, India

²Associate Professor, Department of Commerce and Business Administration, University of Allahabad, Prayagraj, U.P., India

¹Email: iqbalahamdau34@gmail.com, ²Email – acpmanagement70@gmail.com

Abstract

This study investigates the impact of Fear of Missing Out (FOMO) on shopping motivation and impulsive purchasing behaviour among Gen Z customers in digital shopping environments. The study, based on the Stimulus-Organism-Response (S-O-R) framework, investigates how external stimuli, such as social media content and scarcity/urgency cues, influence internal psychological states (FOMO and emotional arousal), which in turn drive behavioural reactions, particularly impulse buying. A quantitative study design was used, with a structured questionnaire sent via internet channels to Generation Z, predominantly college students. A sample size of 258 respondents was used, chosen via convenience sampling to assure accessibility and relevance to digitally active people. The research instrument was a self-administered questionnaire with a 5-point Likert scale that assessed characteristics such as FOMO, emotional arousal, shopping drive, and impulsive purchasing behaviour. The reliability analysis revealed good internal consistency, with Cronbach's alpha values surpassing 0.80 across all constructs. Data was analyzed using SPSS 27, which used techniques such as reliability testing, correlation analysis, and regression analysis to investigate the correlations between variables. The findings show that social media exposure and scarcity cues dramatically enhance FOMO levels, and FOMO acts as a mediator between emotional arousal and purchase incentive. Furthermore, emotional shopping incentives and FOMO were discovered to have a significant favorable impact on impulsive purchasing behaviour, with FOMO appearing as the most influential predictor. The study underlines Gen Z's vulnerability to digital marketing stimuli, as well as the crucial role of FOMO in moulding contemporary consumer behaviour.

Keywords: FOMO, Impulsive Buying Behaviour, Generation Z

**Introduction:**

Fear of Missing Out (FOMO) is one of the psychological effects of Generation Z's close contact with the digital world. Fear of Missing Out (FOMO) is a prominent psychological phenomenon that arises from extensive use of social media. From a conceptual standpoint, FOMO refers to a widespread feeling of unease caused by the belief that others might be going through more fulfilling, significant, or pleasurable experiences while one is away (Zhang et al. 2020). FOMO, or the fear of missing out, has emerged as an effective psychological trigger that affects consumer behaviour, especially in online shopping settings. Customers feel more pressure to make quick purchases as digital marketing methods use flash discounts, limited-time deals, and social proof mechanisms more frequently (Dhir et al., 2021). According to studies, those who use social media and online shopping sites often are more prone to FOMO-induced purchasing behaviour, which results in impulsive spending and less rational decision-making (Tandon et al., 2021). The basic human need for social connection and belonging is intimately related to this condition. FOMO is becoming more intense in the digital context, where social comparison happens constantly and in real time. This is especially true for younger generations who rely heavily on online platforms to maintain social presence and validation (Nesbit and Lole, 2025). The development of digitalization and technological advancements has brought about substantial changes in a variety of life activities, particularly in the realm of business, which is responsible for conducting marketing activities. E-commerce has been made possible by technology in marketing initiatives, allowing customers to easily purchase the products they desire at any time and from any location (Daulay, 2022). Many facets of life have seen significant transformation as a result of the globalization period. A change in consumer behaviour has also been prompted by the quick uptake of social media and information technology. The explosive rise of e-commerce is being fueled by technological advancements. Live shopping, which allows buyers and sellers to connect in real time, is one of the most amazing trends of our time (Astuti et al., 2025). This phenomenon is intricately linked to the concept of impulsive buying behaviour, which is characterized as unpremeditated and spontaneous acquisition that transpires without prior intent or comprehensive cognitive evaluation (Suher & Hoyer, 2020). Impulsive purchasing is predominantly shaped by emotional responses rather than analytical judgment, leading consumers to favour immediate emotional satisfaction over fiscal planning or pragmatic considerations (Parfenova & Romashova, 2020). For Generation Z, whose engagement with media is profoundly rooted in visually engaging and rapidly evolving digital contexts, the propensity for impulsive acquisitions is further exacerbated by compelling online stimuli and fluid e-commerce integration (Radyi et al., 2024). As a generation that tends to follow trends, this indicates that Generation Z has hedonic behaviour. The strong influence of the following trends in online shop applications causes Generation Z to have a hedonistic personality (Taqwa & Mukhlis, 2022)

Review of Literature: The Stimulus-Organism-Response (SOR) theory by Hovland(1953) describes how consumer behavior emerges from the interaction between external stimuli and an



individual's internal psychological state, leading to particular behavioral responses. In the context of e-commerce, factors like direct engagement between sellers and consumers during live shopping can influence consumers' emotions. These internal emotional states can then lead to behaviors such as impulse buying (Diego & Hidayat, 2025). Stimulus refers to the factor that incites desire or interest in consumers to react to a specific situation; Organism denotes the internal evaluation by consumers through emotional or psychological dimensions of the received stimuli; and response signifies the consumers' reaction to the stimulus and organism (Chan et al., 2017).

Generation Z: Generation Z encompasses individuals currently in their tween and teenage years, born between 1997 and 2012. This cohort is also referred to as the "i-Generation," "postmillennials," or "net-generation," as they were born during a period characterized by advanced computing, diverse mobile and gaming devices, and the internet (Pew Research Center, 2019).

Fear of Missing Out (FOMO): Przybylski et al. (2013) described FOMO as "a pervasive apprehension that others may be having rewarding experiences" (p. 1841). Empirical research shows that persons with high FOMO scores tend to participate excessively with social networking sites, resulting in obsessive actions to maintain social connections. According to Przybylski et al.'s model, FOMO is a consistent personality trait that influences online engagement patterns, rather than an occasional feeling. Fear of Missing Out (FoMO) is a sensation of being "left behind" while unable to take part in certain activities. Some people experience this worry and fear because they feel disconnected from the most recent news, trends, or information. The idea that other people are enjoying themselves and leading better lives is connected to this dread of falling behind. A person's level of happiness may be negatively affected if this FOMO emotion is not managed. This emotion might also make one feel as though their accomplishments are insufficient (Anggareni, 2021). The phenomenon known as Fear of Missing Out (FoMO) is a psychological condition characterized by anxiety that manifests when individuals perceive a potential loss of experiences, information, or opportunities deemed valuable, particularly those currently enjoyed by others (Zhang & Rosli, 2025; Tondang & Dwita, 2025). Within the realm of marketing, FoMO is frequently instigated by consumers' apprehension regarding the potential forfeiture of advantageous deals (Adyantary et al., 2025). FoMO marketing represents a strategic approach that capitalizes on consumers' anxieties concerning their likelihood of lagging behind in trends or opportunities recognized as valuable, thus motivating consumers to expedite their decision-making processes (Lazuardi & Usman, 2025). In the domain of e-commerce, FoMO is typically elicited through an array of marketing stimuli, including time-sensitive discount offers, limited product availability, engaging content presentations, reinforcement of emerging trends, and exclusive promotional events (Tondang & Dwita, 2025).

FOMO and Impulsive buying: Impulse buying refers to a purchase made spontaneously and without prior planning. In this scenario, a buyer may be influenced by emotions or impulses to purchase an unexpected good or service. Impulse shopping makes up a large amount of retail



sales (Floh & Madlberger, 2013). Researchers are studying how digital environments affect traditional purchase behaviours, with a focus on the relationship between FOMO and consumer behaviour. FOMO, originally associated with social interaction and the need for inclusion and belonging, has gained popularity in e-commerce ecosystems. Marketing strategies use social proof and artificial scarcity to prompt immediate action (Hodkinson, 2019; Dittmar, 2005; Dholakia, 2000). Modern marketing campaigns use methods like "limited-time offers," "only a few items left," and "most popular right now" to create a sense of urgency. These communications aim to trigger FOMO, leading consumers to make impulse purchases without rigorous consideration or reflective judgment. FOMO is a psychological trigger that prioritizes immediate emotional fulfilment above reasonable evaluations (Good & Hyman, 2020; Djafarova & Bowes, 2021; Zanjabila et al., 2023). FOMO, or fear of missing out, is a complicated emotional condition characterized by negative sensations like anxiety, concern, fear, and loss. According to Zhang et al. (2023), fear of losing access to valued resources or experiences is a contributing factor. Wang et al. (2022) describe impulsive buying as unplanned and unpredictable purchase behaviour influenced by an individual's long-term views towards impulsiveness and the situational context of costs and benefits.

Online shopping is a form of electronic commerce that allows customers to buy products or services directly from online vendors using a web browser (Zhou et al., 2007). Per the definition provided by Monsuwé et al. (2004), it involves making purchases through websites or online retailers. Li and Zhang (2021) describe online shopping behaviour, also known as internet shopping behaviour, as the act of purchasing goods and services via the Internet. This study focuses on the behaviour of buying products/services online. A notable trend in online retail is livestream shopping, which merges entertainment with e-commerce to enhance consumer engagement and sales. Zhang et al. (2020) highlight that livestreams offer an interactive platform where sellers can engage directly with customers, leading to a more captivating and convincing shopping experience. This interactivity, along with live demonstrations and time-sensitive promotions, increases the chances of impulse buying (Chen et al., 2021). Li and Zhang (2021) further point out that FOMO (Fear of Missing Out) plays a significant role in livestream shopping, as viewers often feel a sense of urgency and exclusivity when products are showcased in real-time. Additionally, the charm and appeal of livestreamers are crucial in enhancing consumer engagement, with popular influencers significantly increasing purchase intentions (Zhao et al., 2022). As the livestream format advances, understanding the psychological and social factors driving impulse buying in this environment is essential for marketers.

Hypothesis:

H₁: Social media content has a significant impact on customers' FOMO.

H₂: Scarcity and urgency cues have a strong effect on FOMO.

H₃: FOMO influences the relation between emotional arousal and purchasing motivation.

H₄: Emotional shopping incentives positive effect on impulse purchase behaviour.

H₅: FOMO has a significant effect on impulse buying behaviour.

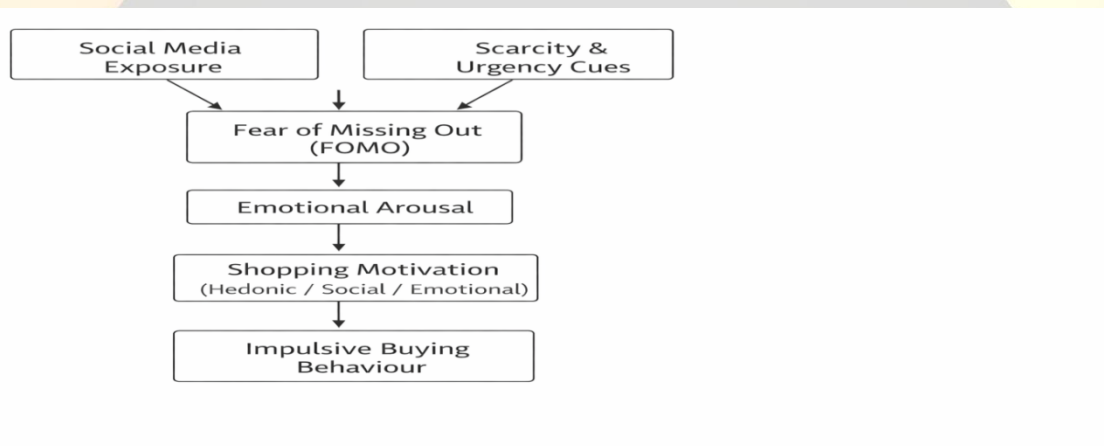


Research Objectives:

1. To investigate how exposure to social media affects customers' FOMO.
2. To examine how urgency and scarcity cues affect the rise of FOMO.
3. To analyze how emotional arousal influences FOMO and purchasing motivation.
4. To evaluate how hedonic, social, and emotional shopping incentives affect impulse buying behaviour

Conceptual framework

Research methodology: The study created a questionnaire to gather data based on the methodology and theoretical foundations of the subject. Before the formal investigation of the primary and secondary subjects, the questionnaire was tested. The researcher and the remote respondents exchanged responses via email. The survey consisted of two sections: (1) questions about the survey participants and (2) questions on factors associated with FOMO and impulsive



purchasing. A 5-point Likert scale was employed.

Data Collection: This study's data gathering procedure focuses on Gen Z customers, mainly college students, through an online survey. An online survey approach is the most effective given the growing impact of digital platforms on consumer behaviour, especially among Gen Z. a successful strategy for accessing a sizable and varied sample. The sample size is 258. This poll will be disseminated via a variety of platforms, including social media sites, university forums, and email invitations, ensuring a wide range of pupils with diverse educational backgrounds. Participant privacy will be protected by rigorous adherence to ethical principles, such as informed consent and data confidentiality.

Reliability Test: Cronbach's alpha was used to determine the internal consistency of the measurement scales. Cronbach's alpha values for fear of missing out (FoMO), emotional arousal, shopping motivation, and impulse buying behaviour were 0.860, 0.897, 0.881, and 0.836, respectively. All values exceed the recommended threshold of 0.70, indicating satisfactory to strong internal consistency across the constructs.

Hypothesis Test Results



Hypothesis	Relationship Tested	Statistical Evidence	Interpretation	Result
H1	Social Media Content → FOMO	$\beta = 0.45, p < 0.001; \beta = 0.38, p < 0.01$	Social media exposure significantly increases FOMO, indicating a moderate-to-strong positive effect.	Supported
H2	Scarcity/Urgency → FOMO	$\beta = 0.41, p < 0.001; \beta = 0.36, p < 0.01$	Scarcity cues significantly enhance perceived urgency and fear of missing out.	Supported
H3	FOMO (Emotional Arousal → Purchase Motivation) (Mediation)	Indirect effect $\beta = 0.22, p < 0.01$; mediation effect significant	FOMO significantly mediates the relationship, translating emotional arousal into purchasing motivation.	Supported
H4	Emotional Incentives → Impulse Buying	$\beta = 0.47, p < 0.001; \beta = 0.39, p < 0.01$	Emotional and hedonic drivers strongly influence impulsive purchasing behaviour.	Supported
H5	FOMO → Impulse Buying	$\beta = 0.52, p < 0.001; \beta = 0.168, p < 0.05$	FOMO exerts a strong and statistically significant influence on impulse buying behaviour.	Strongly Supported

The results in the table show that all hypothesized associations are positive and statistically significant, providing strong empirical support for the suggested conceptual framework. First, the findings for H₁ and H₂ show that social media content and scarcity/urgency cues are



important predictors of FOMO. The comparatively high beta values (β range from 0.36 to 0.45) indicate that these external cues have a moderate to considerable influence on customers' psychological states. This suggests that more exposure to curated information, peer comparison, and time-limited incentives heightens people's fear of losing out. Second, H3 demonstrates that FOMO plays a moderating role in the link between emotional arousal and purchase incentive. The considerable indirect effect ($\beta = 0.22, p < 0.01$) suggests that emotional arousal does not directly influence purchasing behaviour, but rather through FOMO. This underlines FOMO as a critical psychological mechanism for transforming emotional responses into practical purchasing impulses. Furthermore, the results for H4 show that emotional purchasing incentives have a significant, favourable impact on impulse buying behaviour. High beta values (β up to 0.47) suggest that Gen Z consumers are heavily influenced by hedonic variables, including excitement, enjoyment, and social validation, when making spontaneous purchases. Most notably, H5 demonstrates the strongest link, demonstrating that FOMO is a significant predictor of impulse buying behaviour. With beta values as high as 0.52, the findings indicate that FOMO considerably lowers cognitive deliberation while increasing rapid, emotion-driven purchasing decisions. Overall, these data support the Stimulus-Organism-Response (S-O-R) framework, which: Stimuli (social media content, scarcity cues) Influence organismal states (FOMO and emotional arousal). Leading to Responses (impulse purchasing behaviour). Finally, the analysis emphasizes that FOMO is the primary construct linking external digital stimuli to impulsive purchasing behaviour, particularly among Generation Z consumers in online shopping contexts.

Conclusion

This study provides strong evidence that FOMO is a key psychological mechanism linking digital cues to impulsive purchasing behaviour among Generation Z. Using the S-O-R framework, the findings show that exterior stimuli such as social media exposure and scarcity cues have a considerable influence on internal emotional states, particularly FOMO and emotional arousal. These internal moods, in turn, fuel hedonic shopping motivations while reducing rational decision-making, resulting in greater impulse purchases. Given their continual connectivity, social comparison tendencies, and propensity for experiencing consumption, the findings support the hypothesis that Gen Z consumers are particularly vulnerable to digitally created psychological triggers. Moreover, the study emphasizes FOMO's mediating significance, indicating that it is more than just a result of digital involvement, but a critical explanatory construct in understanding modern consumer behaviour.

Future Research Directions

To expand on the current work, various routes for further research are recommended:

1. Longitudinal analysis-Future research should use longitudinal designs to investigate how FOMO and impulse purchase change over time, addressing the limitations of cross-sectional data.



2. Cross-cultural Comparisons-Investigating cultural differences in FOMO sensitivity and impulse buying could reveal more information about global consumer behaviour.

3. Moderating variables-Future studies may include moderating factors such as: Self-regulation and mindfulness Financial literacy Personality qualities (such as materialism and neuroticism)

4. Platform-specific studies-More targeted research on specific platforms would reveal how interface design and interactivity influence FOMO-driven behaviour.

5. Experimental Designs-Controlled trials could help establish causal links between inputs (e.g., scarcity cues) and behavioural results.

Limitations:

1. **Cross-Sectional Research Design:** The research employs a cross-sectional survey design, which limits the capacity to determine causal links between variables. While connections among FOMO, emotional arousal, and impulse buying are noted, the temporal order of these relationships remains unverified.

2. **Dependence on Self-Reported Data:** Utilizing a self-administered questionnaire may introduce various biases, such as social desirability bias, recall bias, and response bias. Participants might not accurately disclose their impulsive buying tendencies or emotional states, potentially compromising the findings' validity.

3. **Limited Sample Representativeness:** The sample predominantly includes college students from Generation Z, which restricts the findings' generalizability. This group may not adequately reflect the overall Gen Z population in aspects like income levels, buying power, or lifestyle diversity.

4. **Geographic and Contextual Limitations:** The data collection seems to be limited to a specific geographic or institutional setting, potentially failing to represent differences across regions or cultures. Consumer behavior, especially FOMO-related purchasing, is shaped by cultural and socio-economic influences, restricting the applicability of the results in varied contexts.

5. **Narrow Variable Scope:** While the study investigates crucial constructs (FOMO, emotional arousal, shopping motivation, impulse buying), it overlooks other significant variables, such as Personality traits, Financial literacy, and psychological well-being

References:

1. Abbas, M. Y., Pratama, F. I., & Romdonny, J. (2025). The influence of scarcity perception and FOMO on Gen Z impulse buying. *International Journal of Sharia Economics*. <https://e-journal.uac.ac.id/index.php/iijs/article/view/7428>
2. Andrade, E. B., Montañez, J. T., & Salabao, A. A. (2025). Impact of e-commerce flash sale promotions on Generation Z's impulse buying behaviour: The mediating role of fear of missing out (FOMO). *Southeast Asian Journal of Agriculture and Allied Sciences*. <https://sajaas.basc.edu.ph/index.php/sajaas/article/view/97>



3. Anggareni, D. (2021). The psychological effects of fear of missing out on well-being. *Indonesian Journal of Psychology*.
4. Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644–656. <https://doi.org/10.1086/209376>
5. Chen, J., Teng, L., Yu, Y., & Yu, X. (2021). The effect of online information sources on purchase intentions. *Internet Research*, 31(2), 535–555. <https://doi.org/10.1108/INTR-09-2019-0383>
6. Charles, C. E., & Immanuel, D. M. (2025). FOMO, materialism, and the Gen Z shopping behaviour: The impact on online impulse buying and post-purchase regret. *Jurnal Aplikasi Manajemen*. <https://jurnaljam.ub.ac.id/index.php/jam/article/view/8821>
7. Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2021). Online social media fatigue and psychological well-being. *Journal of Business Research*, 128, 294–304. <https://doi.org/10.1016/j.jbusres.2021.02.017>
8. Dholakia, U. M. (2000). Temptation and resistance: An integrated model of consumption impulse formation. *Psychology & Marketing*, 17(11), 955–982.
9. Dittmar, H. (2005). Compulsive buying—a growing concern? *Journal of Social and Clinical Psychology*, 24(6), 832–859.
10. Djafarova, E., & Bowes, T. (2021). ‘Instagram made me buy it’: Generation Z impulse purchases in the fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
11. Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behaviour. *Electronic Commerce Research and Applications*, 12(6), 425–439. <https://doi.org/10.1016/j.elerap.2013.06.001>
12. Good, M. C., & Hyman, M. R. (2020). Fear of missing out: Antecedents and influence on purchase likelihood. *Journal of Marketing Theory and Practice*, 28(3), 330–341.
13. Hidayah, N., Daulay, A. N., & Kusmilawaty, K. (2025). FOMO and digital loans drive impulsive purchases among Generation Z. *Academia Open*. <https://acopen.umsida.ac.id/index.php/acopen/article/view/11250>
14. Hodkinson, C. (2019). Fear of missing out (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 25(1), 65–81. <https://doi.org/10.1080/13527266.2016.1234504>
15. Hovland, C. I. (1953). *Communication and persuasion: Psychological studies of opinion change*. Yale University Press.
16. Li, N., & Zhang, P. (2021). Consumer online shopping attitudes and behaviour: An assessment. *Journal of Electronic Commerce Research*.
17. Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
18. Monsuwé, T. P., Dellaert, B. G. C., & de Ruyter, K. (2004). What drives consumers to shop online? *International Journal of Service Industry Management*, 15(1), 102–121. <https://doi.org/10.1108/09564230410523358>



19. Nasr, S. A., Sunitiyoso, Y., & Suhaimi, H. (2023). The effect of fear of missing out on buying and post-purchasing behaviour toward Generation Z online shoppers. *International Journal of Current Science Research*. <https://ijcsrr.org/wp-content/uploads/2023/09/15-1209-2023.pdf>
20. Nesbit, K., & Lole, L. (2025). Social comparison and fear of missing out in digital environments. *Cyberpsychology Journal*.
21. Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioural correlates of fear of missing out. *Computers in Human Behaviour*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
22. Ramadhani, S., & Putri, K. A. S. (2024). The influence of FOMO marketing and eWOM on the impulsive buying behaviour of Gen Z. *ILTIZAM Journal*. <https://e-journal.lp2m.uinjambi.ac.id/ojs/index.php/iltizam/article/view/2776>
23. Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behaviour. *Journal of Consumer Research*, 22(3), 305–313. <https://doi.org/10.1086/209452>
24. Sofiana, E., & Hayu, R. S. (2025). FoMO and discounts: Why Generation Z can't resist online shopping? *Management Analysis Journal*. <https://journal.unnes.ac.id/journals/maj/article/view/26979>
25. Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2021). Behavioural reasoning perspectives on impulse buying. *Journal of Retailing and Consumer Services*, 59, 102372. <https://doi.org/10.1016/j.jretconser.2020.102372>
26. Taqwa, M., & Mukhlis, I. (2022). Hedonic consumption behaviour among Generation Z. *International Journal of Consumer Studies*.
27. Zanjabila, T. S., Heriyadi, E. L., & Shalahuddin, A. (2023). Fear of missing out in centennials: How social media content affects online impulse buying. *IAR Journal of Business Management*. <https://iarconsortium.org/article/fear-of-missing-out-in-cenntenials-how-social-media-contents-affects-online-impulse-buying-in-e-commerce-2185/>
28. Zhao, Y., Wang, L., & Tang, H. (2022). Influencer marketing and impulse buying behaviour in social commerce. *Journal of Interactive Marketing*, 57, 1–14. <https://doi.org/10.1016/j.intmar.2021.10.002>
29. Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model. *Information & Management*, 44(1), 41–50.

Cite this Article:

Iqbal Ahmad¹ & Dr. Akhilesh Chandra Pandey², “Fear of Missing Out and Its Impact on Shopping Motivation and Impulsive Buying Among Gen Z Consumers” *The Research Dialogue*, Open Access Peer-reviewed & Refereed Journal, Pp-413–422, Volume-05, Issue-01, April-2026, <https://theresearchdialogue.com/>



This is an Open cess Journal / article distributed under the terms of the Creative Commons Attribution License CC BY-NC-ND 3.0) which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. All rights reserved.



CERTIFICATE

of Publication

This Certificate is proudly presented to

Iqbal Ahmad¹ & Dr. Akhilesh Chandra Pandey²

For publication of Research Paper title

**Fear of Missing Out and Its Impact on
Shopping Motivation and Impulsive Buying
Among Gen Z Consumers**

Published in 'The Research Dialogue' Peer-Reviewed / Refereed Research Journal
and E-ISSN: 2583-438X, Volume-05, Issue-01, Month April, Year-2026, Impact
Factor (RPRI-4.73)

Dr. Lohans Kumar Kalyani
Editor- In-chief



Dr. Neeraj Yadav
Executive-In-Chief- Editor

Note: This E-Certificate is valid with published paper and the paper
must be available online at: <https://theresearchdialogue.com/>
DOI : <https://doi.org/10.64880/theresearchdialogue.v5i1.46>