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This certifies that the research paper entitled **“Examining Gender-specific Variances in Consumer Preferences: Investigating the Impact of Quality, Pricing, and Brand Loyalty in the B2C E-commerce Landscape”** authored by **“Ahmad Yasir Rasoolyar”** was reviewed by experts in this research area and accepted by the board of “Quest Journals Publication” which has published in **“Quest Journal of Research in Business and Management”**, ISSN (Online): 2347-3002, Volume-12, Issue-5, Page No.: 238-246, [2024].

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