

## Acceptance Letter

To,  
Farheen Taj,

We are pleased to inform you that the research paper / article titled "**THE INFLUENCE OF USER-GENERATED CONTENT ON CONSUMER PURCHASE BEHAVIOR IN THE ERA OF SOCIAL MEDIA AND DATA ANALYTICS**" submitted by you, has been selected for publication in Volume 3 Issue 2 dated 9th August 2024, in **Airo International Journal**.

We wish you a bright research and academic prospects ahead.



**Anushka Mishra**  
Authorized Signatory  
Editorial, Airo Journals

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