



Ref No : IJRTI / Vol 11 / Issue 1 / 026

**To,
Vishnu Kumar**

Subject: Publication of paper at International Journal for Research Trends and Innovation.

Dear Author,

With Greetings we are informing you that your paper has been successfully published in the International Journal for Research Trends and Innovation (ISSN: 2456-3315). Following are the details regarding the published paper.

About IJRTI : ISSN Approved - International Scholarly open access, Peer-reviewed, and Refereed Journal, Impact Factor: 8.14, (Calculate by google scholar and Semantic Scholar | AI-Powered Research Tool), Multidisciplinary, Monthly, Online, Print Journal, Indexing in all major database & Metadata, Citation Generator, Digital Object Identifier(DOI)

Registration ID : IJRTI_ 209079

Paper ID : IJRTI2601026

Title of Paper : The Impact of AI-Driven Product Recommendations on Impulse Buying Behavior in the FMCG Sector

Impact Factor : 8.14 (Calculate by Google Scholar) | License by Creative Common 3.0

DOI :

Published in : Volume 11 | Issue 1 | January-2026

Page No : a179-a188

Published URL : <https://ijrti.org/viewpaperforall.php?paper=IJRTI2601026>

Authors : Vishnu Kumar, Shouvik Gupta, Pooja P, Santhosh V, Dr. Sundari R

Thank you very much for publishing your article in IJRTI.

Editor In Chief
International Journal for Research Trends and Innovation
(ISSN: 2456-3315)

