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UGC ID - 47959

Impact Factor* : 8.1026

Ref:IRJMST/2023/A1015798

DOI : HTTPS://DOI.ORG/10.32804/IRJMST

ISSN – 2250 – 1959 (0) 2348 – 9367 (P)

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AUGMENTED REALITY AS AN ENRICHING EXPERIENCE FOR CUSTOMERS IN ONLINE SHOPPING – THE CASE OF PEPPERFRY

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 14 , Issue – 3 Mar , 2023

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