



University Professors' Association's

## UPA National Interdisciplinary E-Journal

*Peer-Reviewed, Refereed & Indexed Journal*

[www.upa.org.in](http://www.upa.org.in)

ISSN  
2455-4375

Impact Factor  
5.307 (SJIF)

### *Certificate of Publication*

*This is to certify that*  
**Mr. Pratik Narayan Moghe**

**Tulaskar Institute of Science & Technology, Hinganghat, RTMNU,  
Nagpur**

*Has Contributed A Scholarly Research Paper Entitled*  
**BRAND LOYALTY IN THE DIGITAL AGE : A STUDY OF  
YOUNG CONSUMERS**

*To be Published after Review In*  
*UPA National Peer-Reviewed Interdisciplinary E-Journal*  
*In Regular Issue - Volume- <sup>12</sup>: Issue- 1 (January - 2026)*

**Dr. Devendra Bhongade**  
Chief-Editor  
UPA National Journal

**Dr. Pranaya Patil**  
Associate-Editor  
UPA National Journal

**Dr. Anil Dodewar**  
Chief-Editor  
UPA National Journal

[www.upa.org.in](http://www.upa.org.in)



University Professors' Association's

## UPA National Interdisciplinary E-Journal

*Peer-Reviewed, Refereed & Indexed Journal*

[www.upa.org.in](http://www.upa.org.in)

ISSN  
2455-4375

Impact Factor  
5.307 (SJIF)

### *Certificate of Publication*

*This is to certify that*  
**Mr. Rakesh Jivan Satone**

**Tulaskar Institute of Science & Technology, Hinganghat,  
RTMNU, Nagpur**

*Has Contributed A Scholarly Research Paper Entitled*  
**BRAND LOYALTY IN THE DIGITAL AGE : A STUDY OF  
YOUNG CONSUMERS**

*To be Published after Review In*  
**UPA National Peer-Reviewed Interdisciplinary E-Journal**  
*In Regular Issue - Volume- 12 : Issue- 1 (January - 2026)*

**Dr. Devendra Bhongade**  
Chief-Editor  
UPA National Journal

**Dr. Pranaya Patil**  
Associate-Editor  
UPA National Journal

**Dr. Anil Dodewar**  
Chief-Editor  
UPA National Journal

[www.upa.org.in](http://www.upa.org.in)