



A PROJECT REPORT ON

**“A STUDY ON H&M GREENWASH MARKETING PRACTICES AND
ITS INFLUENCE ON CONSUMER PERCEPTION AND CONSUMER
BUYING BEHAVIOUR IN PUNE CITY”**

SUBMITTED TO

ST MIRAS COLLEGE FOR GIRLS PUNE

Autonomous (Affiliated to Savitribai Phule Pune University)

SUBMITTED UNDER THE GUIDANCE OF

PROF. KAJAL JAISINGHANI

IN PARTIAL FULFILLMENT FOR THE

THIRD YEAR DEGREE BACHELOR OF BUSINESS

ADMINISTRATION

2021-2022

SUBMITTED BY

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CERTIFICATE

This is to certify that Ms. Udita Avinash Dodeja
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successfully completed her project work in Marketing as per the
curriculum laid down by Savitribai Pune Phule University for the
academic year 2021-2022

Project topic:-

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