



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 of T.Y.B.B.A, Roll No:- 21934 and Seat No:- B191021 has 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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