

A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING

Project Report Submitted to Periyar University

In partial fulfilment of

The requirement for the Award of the

Degree of Master of Commerce

Submitted by

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Under the Guidance of

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DEPARTMENT OF COMMERCE

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APRIL 2023

CERTIFICATE

This is to certify that the project report entitled "A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN MARKETING" submitted to the Periyar University, Salem in partial fulfilment of the requirement for the award of the degree of Master of Commerce is a record of bonafied project work carried out by **D. NIVEDITHA**, Reg. No. **C21PG152COM008** under my supervision and guidance. No part of this project report work has been submitted for the award of any Degree, Diploma, Fellowship or other similar or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date: 03-05-2023

Place: Hosur

Signature of the Head of the Department
Supervisor



Signature of the

Date of Viva – Voce Exam: 03.05.2023

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