



A

PROJECT REPORT

ON

**“THE EFFECT OF GREEN MARKETING ON CONSUMER BUYING
BEHAVIOUR”**



SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL FULFILLMENT
OF

THE REQUIREMENT FOR THE DEGREE OF

“BACHELOR OF BUSINESS ADMINISTRATION”(BBA)

UNDER THE GUIDANCE OF

ANKIT SEN

ASSISTANT PROFESSOR

CENTRE FOR MANAGEMENT EDUCATION (CME)

TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY:-

ABHAY VERMA

BBA 6TH SEMESTER

ROLL NO:-17690002

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CERTIFICATE OF THE GUIDE

This is to certify that Abhay verma student of BBA6th semester, with specialization in Financial Management for Management Education, Tinsukia College, have completed his academic project work entitled, "The Effect of Green Marketing On Consumer Buying Behaviour" under my guidance and supervision, as part of their course curriculum(Paper Code 60100). Their report is based on a original survey carried out by them and has not been submitted elsewhere for the award of any other degree/diploma or for publication, to the best of my knowledge and belief.

I wish them every success in their academic career and in life.

DATE:

14/6/24

(Signature)

MR ANKIT SEN

Assistant Proffesor

CME, Tinsukia College

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